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February 1987

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE



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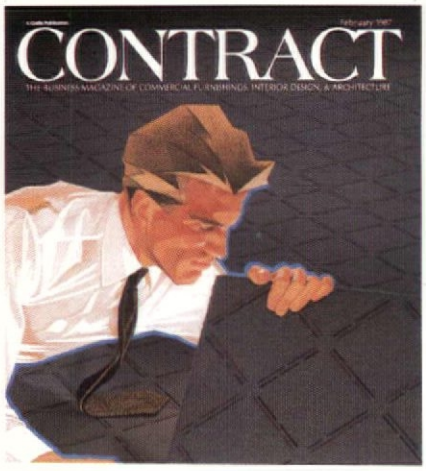


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CONTRACT's cover introduces Self Lock Modular Carpet by Lees Commercial Carpet Company. See p. 46 for details. Illustration by Donald Ranaldi.

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS, INTERIOR DESIGN, & ARCHITECTURE

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CONTRACT

Volume 29, No. 2

March: Office Design Issue offers a major editorial focus on this huge market segment, including state-of-the-art installations and an Office Furniture/Furnishings Product Review. A preview of Lighting World, May 11-13, New York City is also featured along with a Lighting Guide, a comprehensive directory of prominent sources of lighting products. A Furniture Component & Hardware Product Review is geared to specifiers. Bonus circulation will go to 2,000 Canadian architects and interior designers and to Lighting World.

April: Executive Buyer Edition/Restaurants has bonus circulation to 5,000 owner/managers of restaurants and clubs. Case studies of restaurant designs from elegant to casual are included. In addition, a Restaurant Furniture/Furnishings Product Review offers introductions geared to the market. Bonus distribution at the Restaurant Show, May 16-20, Chicago. World of Contract Textiles product section features news of the latest colors, fibers, and specifying trends, plus recent introductions.

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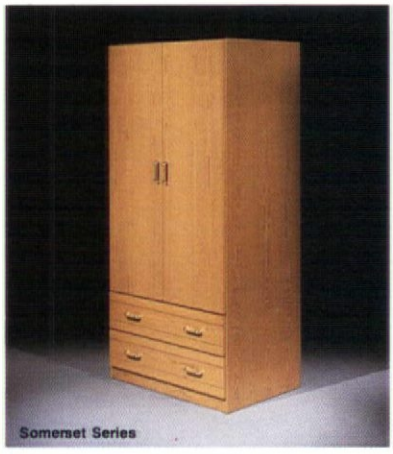
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DIFFA MAKES '87 APPEAL

It is the number-one cause of death among women aged 25 to 29, and among men aged 30 to 39, in New York City. From one to three million people have been exposed to it, including children; 270,000 cases are projected nationwide by 1991 at a medical cost of $16 billion.

As an industry whose professionals have been hard-hit by the disease AIDS, the interior design field has rallied in support of the Design and Interior Furnishings Foundation for AIDS (DIFFA) whose three-year campaign has raised over $700,000. Monies are used for AIDS-related social services, education, housing, and research, as well as programs geared to increasing public awareness of this epidemic health problem.

DIFFA's 1987 fund raising program is now in place and the organization is making an appeal both to the A&D community and the manufacturer audience with these events:

- A May 7, New York benefit performance of *Les Miserables* for which tickets are currently on sale.
- A combined *warehouse sale at IDCNY,* New York, scheduled for June 24-28. Manufacturers are invited to "rent" space to display their wares to the general public.
- Corporate sponsorships of the *Tour Deluxe '87,* are welcomed as tax deductible gifts accruing national publicity in the trade press and at industry shows.

Other ongoing programs include joint ventures with manufacturers who donate a portion of sales from a product line; corporate roundtables that educate the business community; and individual donations, memorial gifts and bequests.

Information on DIFFA and details on its many valuable programs can be obtained by writing the organization at P.O. Box 5176, FDR Station, New York, NY 10150; or phoning (212) 502-0138, or (212) 580-3311.

Roberta Walton

Executive Editor

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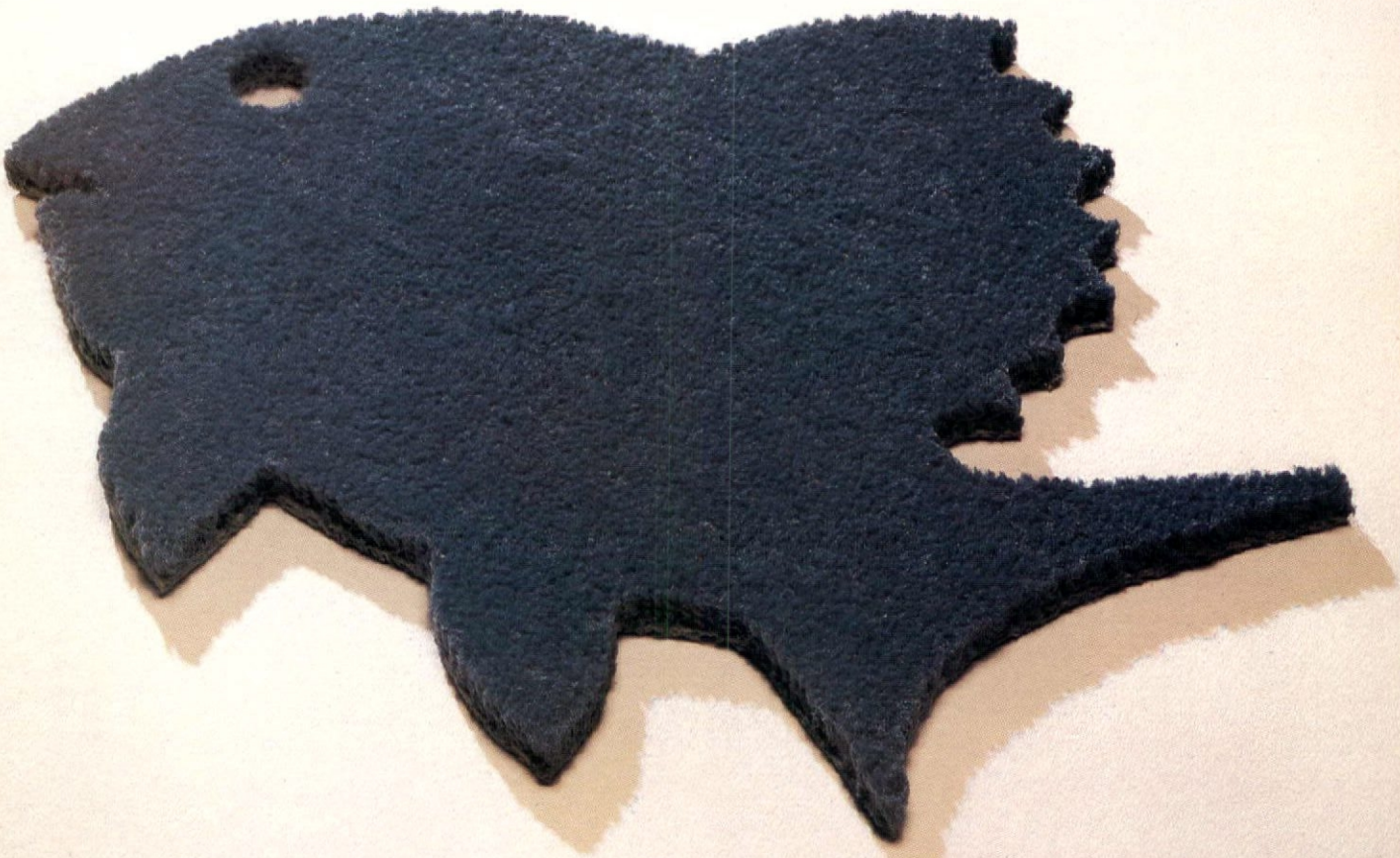
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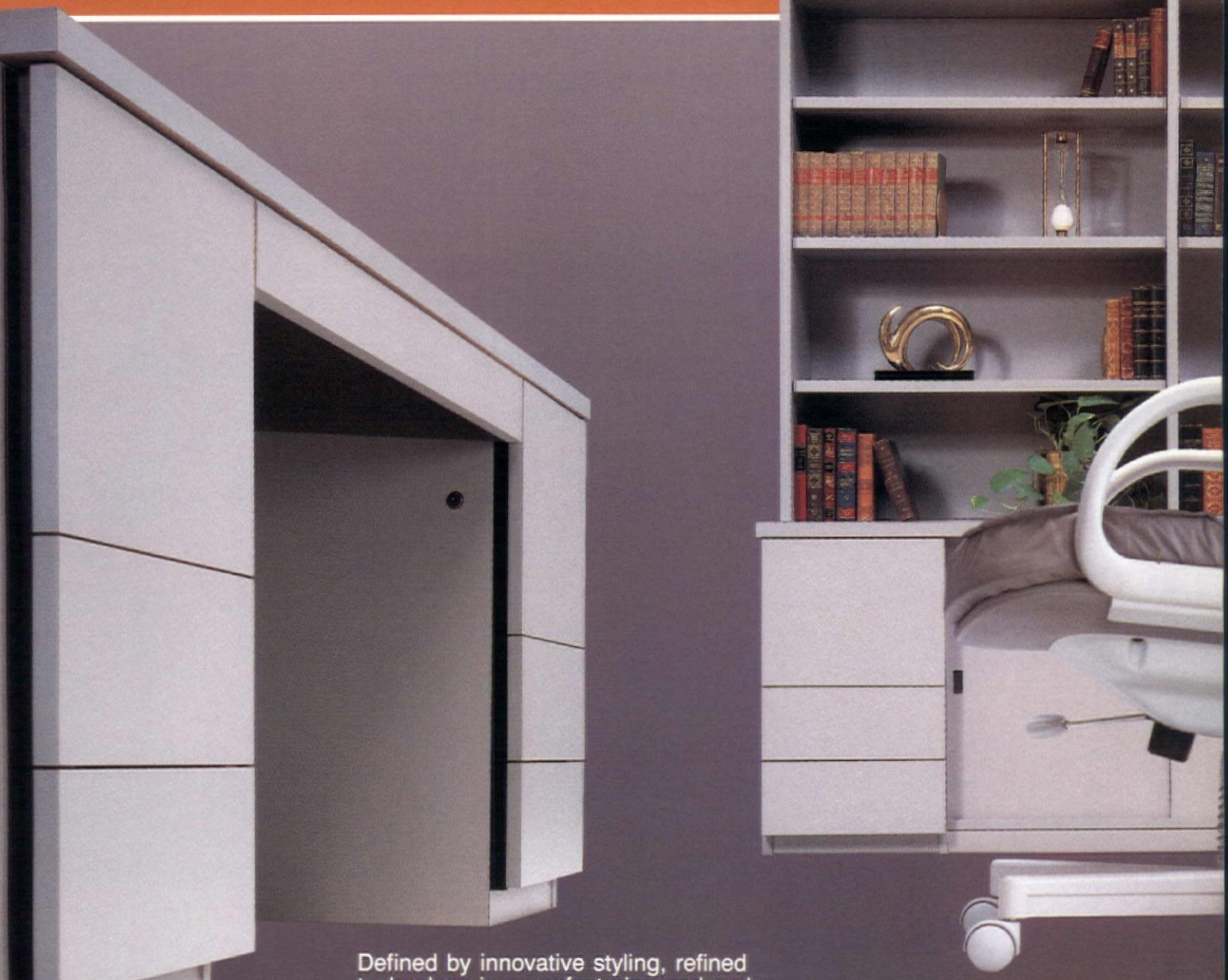
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Washington, D.C. Council passes nation's first interior design practice act

Washington, D.C.—Efforts by ASID and IBD to establish legal recognition for the interior design profession received a major boost with the passage of the nation's first practice act by the Washington, D.C. Council recently. The bill prohibits the practice of interior design and the use of the title "interior designer" in the District of Columbia by individuals not meeting specific requirements of education, experience, and examination. Pending an approval by the U.S. Congress (required by D.C. law) within 30 days of its opening session this year, the law is expected to be signed in April and take effect by the end of 1987.



Legislative coalition member Marty Cathcart, ASID, shown with John Wilson, the Washington, D.C. council member who sponsored the "Interior Designers Licensure Act of 1986," the first practice act passed in the nation. The bill is expected to be signed in April.

ASID/IBD joint effort

Spearheaded by ASID, the legislative success represents a three-year coordinated effort by IBD and members of the D.C. design community. Founding members of the legislative coalition included Marty Cathcart, ASID; Odette Lueck, ASID; Penny Bonda, ASID; Carolyn Pulsifer, ASID; and IBD National President Sandra Ragan, FIBD. Council member John Wilson (D-Ward 2) served as sponsor of the bill, which was officially submitted to the council in June, 1983 and referred to the Consumer and Regulatory Affairs Committee.

Public roundtable discussions regarding the bill were heard in March, 1986. Originally submitted as a title registration bill only, testimony from ASID and IBD members convinced council members to strengthen it to become a more tighter "practice act," calling for annual continuing education courses as a condition for license renewal. Arguments given in favor of the practice act focused on the increasing responsibilities involved in the performance of commercial interior design, such as barrier-free design requirements, building codes, accessibility of entrances and exits, and suitability of finish materials.

According to Cathcart, these public meetings reinforced the evidence that most people have limited knowledge of what interior designers do. "The perception of 'interior decorator' is an old fashioned idea," she says. "We wanted to make it clear to the public how much broader the interior design practice is and how much more knowledge is needed to be effective."

"It's important that the public realizes the scope of our profession," states Ragan. "We have to continue to educate the public that interior designers do more than just color and finishes." Ragan is convinced that a unified effort by associations and interior designers throughout the country will result in more licensing bills being passed. "Interior designers have to come together, forget which letters come after their names, and decide what has to be done in order to get similar bills passed in other states."

Three states—Alabama, Connecticut, and Louisiana—have already been successful in restricting the use of the title "interior designer" to qualified professionals. The D.C. bill, however, with provisions calling for annual continuing education courses as a condition of license renewal, represents new standards for other jurisdictions to emulate. Cathcart reports that currently, 14 other states are working on bills of their own. "The fact that the first practice act was passed in the nation's capital hopefully will spur others to action," she says. Ragan points out that Congress' approval of the bill gives it more credibility. "It's another level of recognition for our profession." she explains.

Architects exempted

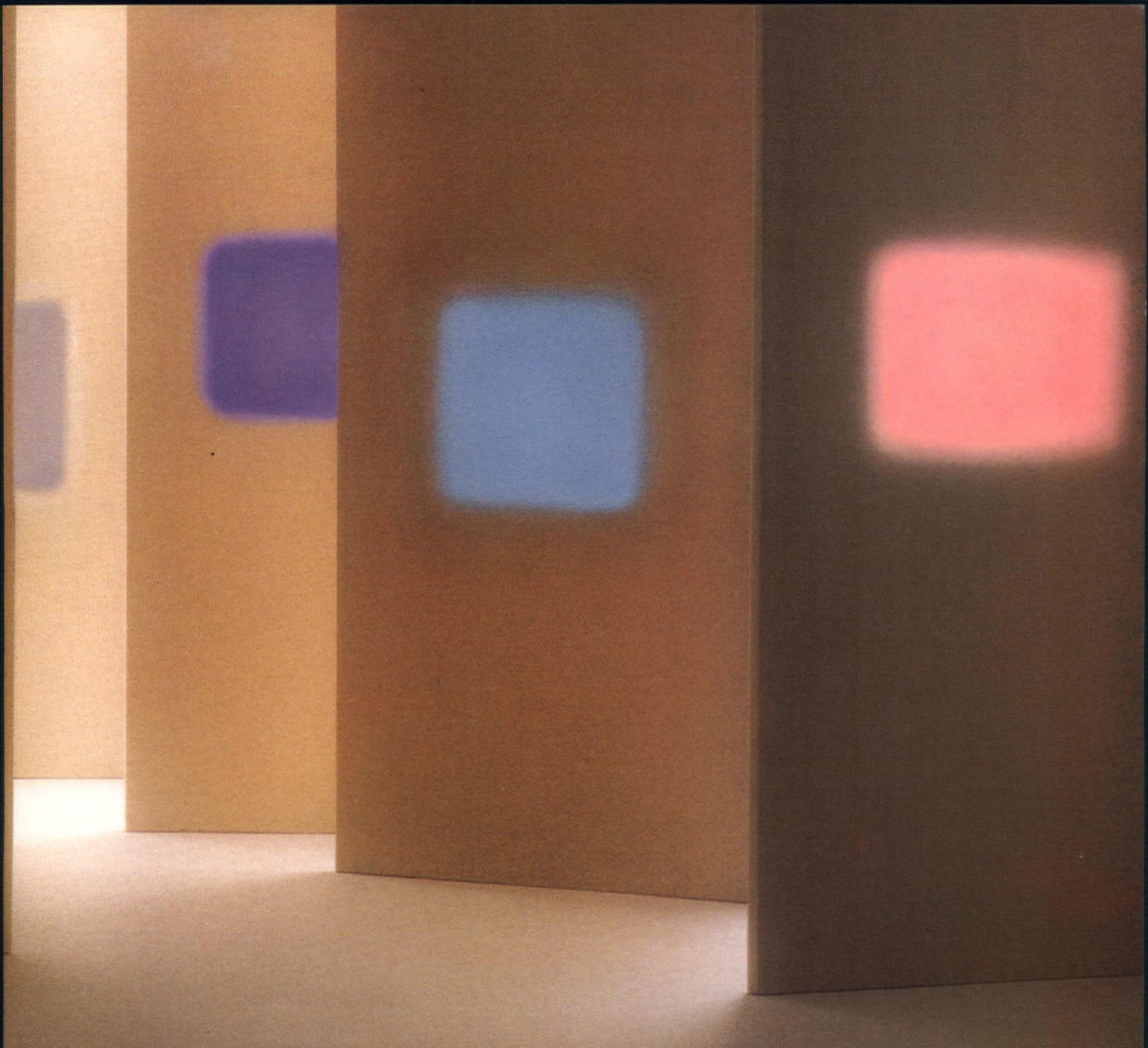
Concern about opposition to the bill from the American Institute of Architects (AIA), whose national headquarters are in Washington, D.C., prompted the coalition to exempt architects from the practice act. Cathcart and Ragan both admit that this was done to get the bill passed and avoid counteraction from AIA's strong lobbying force in D.C. "We don't want to infringe on architects' practice," says Cathcart. "This is more or less our (ASID) local position." Ragan explains that there is already a bill on record in the District of Columbia for architects that includes a description of interior design services. But this same description of services is also included in the recent practice act for interior designers. "So, if an architectural firm wants to have the words 'interior design' on its letterhead, according to our practice act, it will have to have a licensed interior designer on staff," says Ragan.

After Congress gives its approval for the interior design practice act (no obstacles are expected), D.C. Mayor Marion Barry will appoint a board consisting of three interior designers, a design educator, and a consumer to administer licensing procedures.



PHOTOGRAPHY BY R.J. MUNA

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2nd RHIDEC show features expanded exhibits

Chicago—Expanded exhibits, plus a three-day conference program are the main attractions at the upcoming Restaurant/Hotel International Design Exposition & Conference (RHIDEC), scheduled for March 3-5 at the Expocenter/Chicago. An expected 5,000 hotel and restaurant designers, architects, executives, and purchasing agents will attend the 2nd annual show, which focuses exclusively on hospitality design.

Products and services including furniture, artwork, floor- and wall-coverings, fabrics, uniforms, china, and lighting will be featured at the show in over 350 booths—a 30 percent increase over last year. The conference program will focus on design and management trends, customer preferences, the use of color and lighting, and safety. Eight general sessions and three keynote addresses are scheduled.

"Planning for the Future" is the theme of three keynote addresses at RHIDEC. Stephen Birnbaum, travel commentator for numerous radio and television programs, including "Good Morning America" and the "Today" show, will deliver the keynote on Monday, March 3 at 9 a.m., titled "What We All Want."

The March 4 keynote, "Hotel Development Trends," will be given by Salvatore Guarino, senior vice president of development and acquisitions for Hilton Hotels Corporation at 9 a.m. On Wednesday, March 5, at 9 a.m., Martin Sklar and Chris Carradine of Walt Disney Imagineering will deliver a keynote titled, "Fantasy As a Way of Life."

Tuesday, March 3

11:30 a.m.-12:30 p.m. "Color Magic." **Speaker:** Carlton Varney, Carlton Varney Associates.

2-3:30 p.m. "Creating Special Places in Special Places." **Speaker:** Gerald Allison, WWAT&G International.

3:30-5 p.m. "The Psychology of Design and Its Impact on Restaurants & Hotels." **Speaker:** Victor Huff, Victor Huff & Associates.

6 p.m. Industry-wide Wine & Cheese Party.

Wednesday, March 4

11 a.m.-12 noon "Successful Restaurants." **Speaker:** Susan Orsini, Orsini Design Assoc.

1-4 p.m. "Design for Life Safety." **Speaker:** Sivon Resznikoff, Arizona State University (2-day course worth 0.6 CEU credits).

2-3:30 p.m. "How to Negotiate a Bigger Bottom Line." **Speaker:** Guy Ramsey, Integrated Design Assoc.

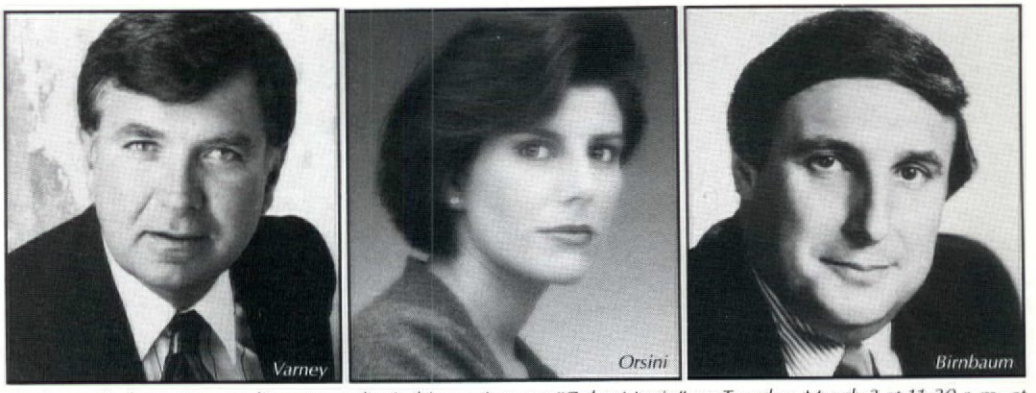
Thursday, March 5

11 a.m.-12 noon "Implications of the New Tax Law for the Hospitality Industry.:" **Speaker:** Theodore Mandigo, Pannell Kerr Foster.

1-4 p.m. "Design for Life Safety." **Speaker:** Sivon Resznikoff.

1:30-3 p.m. "Lights, Camera, Action—Lighting and Sound from Disco to Drawing Room." **Speaker:** Arthur Altemose, Altemose Architects & Engineers.

Discount airfares are available to RHIDEC attendees from American Airlines through Travel Planners; 1-800/221-3531 (N.Y., 212/473-4688). For more information on RHIDEC, contact Bailey Beeken, show manager, National Exposition Company Inc., 49 West 38th Street, Suite 12A, New York, NY 10018; 212/391-9111.



Designer Carleton Varney discusses color in his seminar on "Color Magic" on Tuesday, March 3 at 11:30 a.m. at RHIDEC. "Successful Restaurants" is the topic of N.Y. restaurant designer Susan Orsini's talk at RHIDEC on Wednesday, March 4 at 11 a.m. Travel and tourism expert Stephen Birnbaum gives RHIDEC attendees advice on current and future trends in his keynote address, "What We All Want," on Tuesday, March 3 at 10 a.m.

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Environmental Planning Expo debuts at NEOCON 19

Chicago—A temporary exhibit devoted to display of products and services related to the total interior environment makes its debut at NEOCON 19, June 9-12 at The Merchandise Mart/ Chicago. Called the Environmental Planning Exposition, the exhibit will be held at The Merchandise Mart's Expocenter/ Chicago alongside the International Pavilion.

Product and service categories to be featured at the Exposition include: computer-aided design and management, telecommunications, energy management systems, construction and project management, electrical distribution systems, elevators, floor systems, signage, security, wall systems, acoustical products, and selected architectural building products.

"We view this merger of design and technology at NEOCON as the next logical step in providing the contract industry with an opportunity to see the cutting-edge in total environmental planning and design in a single location," states Philip E. Kelley, president, Merchandise Mart Properties, Inc.

Mart management feels that the Exposition will appeal to the full range of NEOCON attendees, but will be of particular interest to facility management executives who are integrating design and technology into the workplace. In recent years, attendance by this group at NEOCON has more than doubled and shows the greatest potential for future growth. For more information on the Environmental Planning Exposition or International Pavilion, contact Linda Wellington, exhibit manager, Expocenter/Chicago, 350 N. Orleans Street, Chicago, IL 60654; 312/527-7633; telex: 270093 MART CENTER.

AIA honors Cambridge firm for 'distinguished architecture'

Washington, D.C.—Benjamin Thompson & Associates Inc. (BTA), Cambridge, Mass., has been chosen to receive The American Institute of Architects' (AIA) 1987 Architectural Firm Award. One of the AIA's highest honors, the award recognizes a firm that has consistently produced "distinguished architecture" for at least 10 years.

Established in 1967, BTA is well-known for its work in urban revitalization. The firm has reshaped Boston's Quincy Market, Baltimore's inner harbor, the Old Post Office Pavilion in Washington, D.C., and the South Street Seaport's Fulton Market and Pier 17 in New York City. According to the jury, BTA's ability to reinvigorate urban wastelands has "successfully demonstrated the political and economic feasibility of this alternative to conventionally destructive modes of urban renewal."

Throughout its 20-year history, BTA has stressed the human element in its designs, according to the jury. During the 1960s and '70s, the firm's educational buildings "continued and developed the humane but elegant tradition of campus design established by Walter Gropius at Harvard," said the jury.

BTA has won awards for almost every major project it has undertaken, including the 1986 Award for Excellence in Architecture from the Boston Society of Architects and three AIA National Honor Awards.

Although it is best known for its marketplace architecture, BTA'S work encompasses many types of environments, including academic, performing arts, corporate, and hotels.



Steelcase offers tours of Wright's Oak Park, Ill. home and studio

***Grand Rapids**—To mark the completion of the restoration of the Frank Lloyd Wright Home and Studio in Oak Park, Ill., Steelcase is offering complimentary tours of this National Historic Landmark. Guided tours are offered daily, except on major holidays. Contact any Steelcase Regional Office to obtain complimentary tickets.*

'Fight for Wright' campaign protects legendary name, works

Scottsdale, Ariz.—The Frank Lloyd Wright Foundation has launched a national campaign to help protect the work and name of the legendary American architect and designer. The Foundation, a not-for-profit corporation formed by Wright in 1940, announced plans to vigorously enforce its legal rights and protect its licensing activities through the creation of a "Fight for Wright" campaign.

Key elements of the campaign include the formation of an Anticounterfeiting Advisory Board, which will serve as an independent consulting body to assist in authentification of alleged Wright works. Members of the board include Max Protetch, a New York City art dealer and leading authority in architectural drawings: O.P. Reed, a Los Angeles art dealer specialzing in Wright designs who worked personally with the architect's widow in marketing his works in the U.S. and abroad; and Erick Lloyd Wright, Wright's grandson and Los Angeles architect.

In addition, the Foundation has established a toll-free hotline (800/237-2483) to respond to consumer queries and obtain information on possible fraudulent Wright designs. Beginning in 1987, the Foundation will also provide for the first time "Authenticity Certificates" to owners of individual pieces or original works certified as genuine Wright designs.

"As Mr. Wright's preeminence in 20th century design has become more apparent, so too have the instances of infringement and unauthorized use of his works," said Richard Carney, managing trustee of the Foundation. "The growing number of abuses forces us to take a more visible role in protecting the public against improper use of the exclusive marks and the Wright name."

The Foundation maintains an archive of tens of thousands of designs, drawings, letters, objects, records and other items after receiving all Wright's rights and property at his death in 1959.



The Best Kept Secret

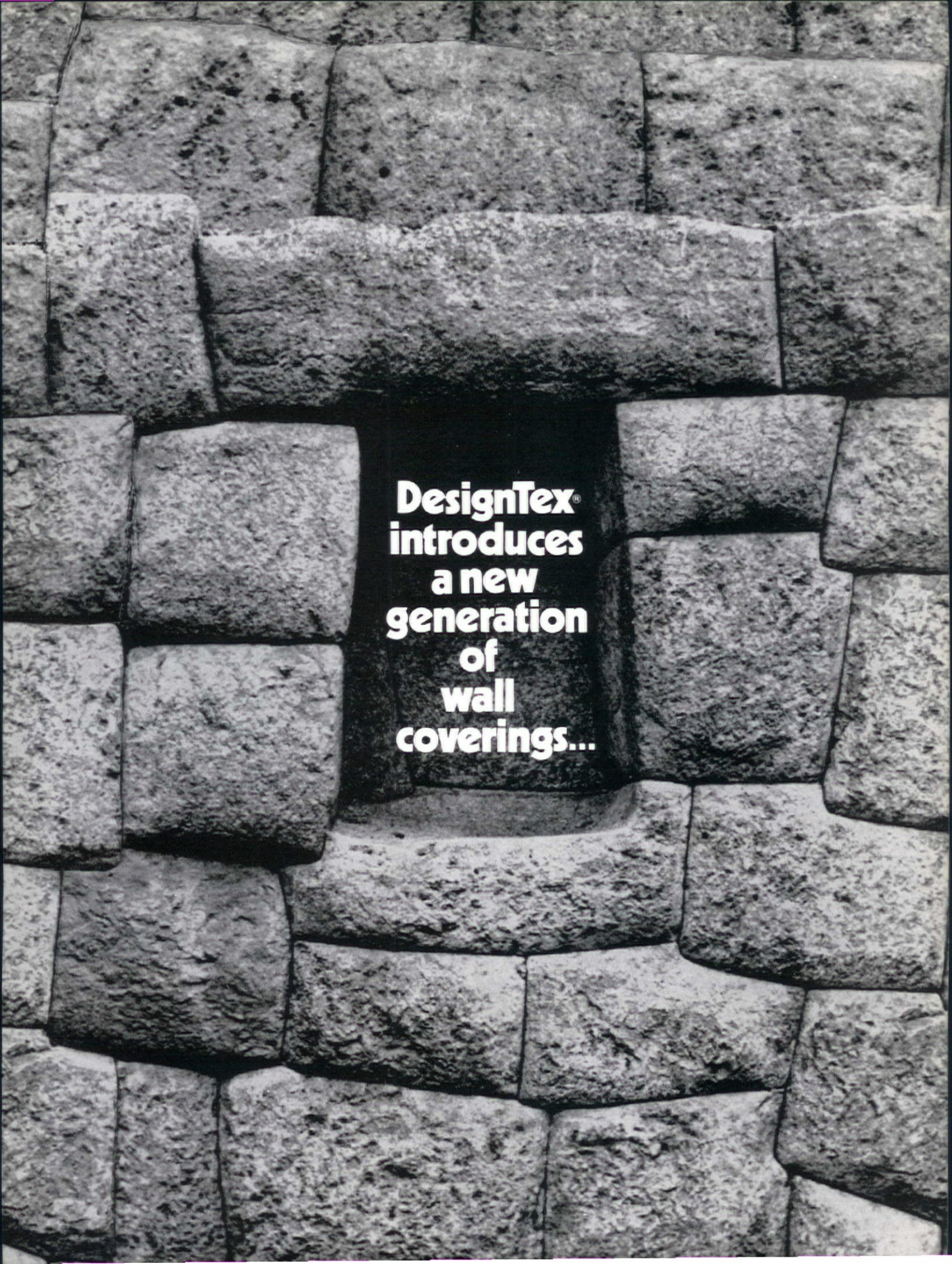
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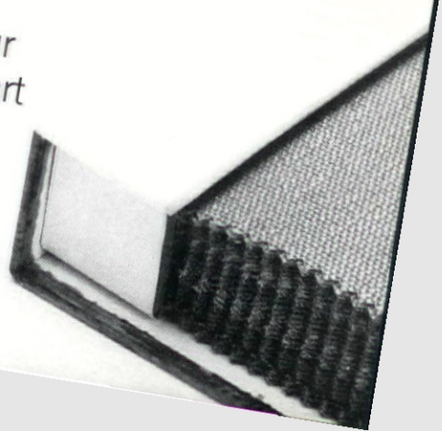
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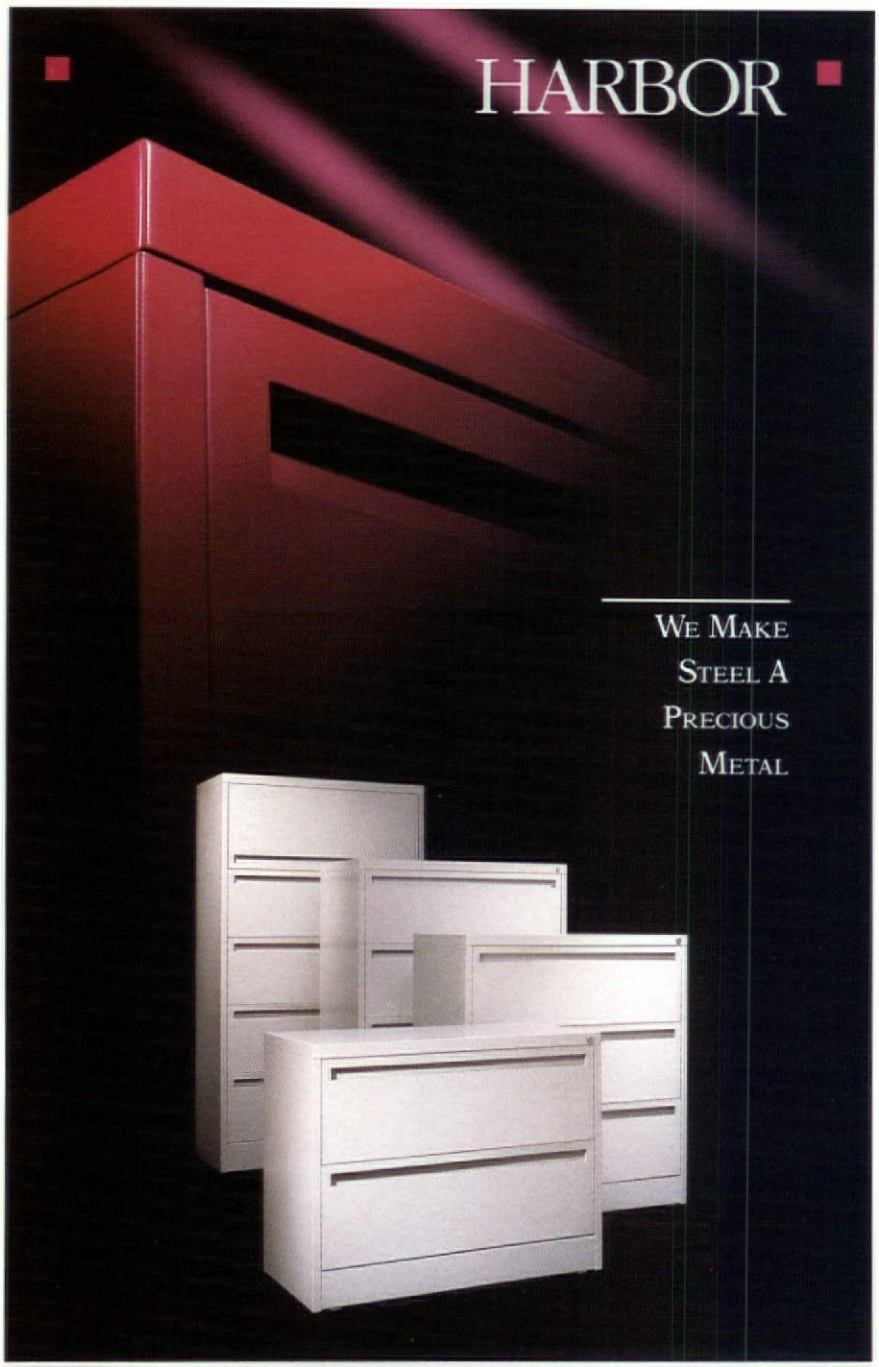

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Competitions: S.M. Hexter winner to receive $2,500

• **The 29th Annual S.M. Hexter Awards Program for the Interiors of the Year** will offer two first awards; one for residential and one for contract interiors. The first award winner in each category will receive $2,500 based on judgments for originality of design, coordination and use of color, integration of interior furnishings, and adaptability of room to its function. Completed entries must be submitted by February 20. For more information, contact S.M. Hexter Co., 979 Third Avenue, New York, N.Y., 10022. Entry forms are available by writing to S.M. Hexter Company, 2800 Superior Ave., Cleveland, OH 44114.

• **The American Consulting Engineers Council** will offer a $7,000 scholarship to an outstanding engineering student; $3,000 to the second most qualified student; and $2,000 to a third-place winner during its 16th annual scholarship program. The competition is organized by the ACEC Research and Management Foundation, ACEC state and regional affiliates, or Member Organizations. Students must be working toward a B.S. in engineering, and should contact their schools or state/regional consulting engineers council for scholarship program information and applications.

• **The 1987 AIA Architectural Photography Competition** organized by the St. Louis Chapter AIA will offer a first prize of $1,000; second prize $700; and third prize $300, for any photographic material of an architectural subject or element of the man-built environment. In addition, the Louise Bethune Award of $500 will be offered for the best image of an architectural subject in the United States. Deadline for entries is March 31, and official entry forms may be obtained by sending a SASE to the St. Louis Chapter AIA, 911 Washington Ave., #225, St. Louis, MO 63101-1203.



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386 Chairs fill twin atriums at IDCNY



***New York**—A bird's eye view of some of the 386 chairs on exhibit at The Chair Fair sponsored by the Architectural League of New York at the International Design Center. Designed over the past 10 years, chairs filled the twin atriums of Center One for eight weeks.*

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ASID selects Toronto as conference site, announces officers

Toronto—The 1987 National Conference and International Exposition of Designer Sources will be held in Toronto July 22-25, for a series of educational workshops, study tours, awards programs, and exposition. It is the Society's first venture outside the continental U.S. for the annual trade and convention show.

"Pursuit of Pertection," the conference theme, will be hosted at the Metropolitan Toronto Convention Centre with 200,000 sq. ft. of column-free exhibit space. Major manufacturers will be in attendance to introduce new product lines to specifiers. For exposition sales information, call 212/944-9220.

Conference planners have scheduled visits to the Royal Ontario Museum, Roy Thomson Hall, and Harbourfront in addition to a day devoted solely to tours in and around the city. At the historic Royal York, ASID headquarters hotel, attendees will experience Canadian architectural history and grace.

Educational opportunities will include intensive seminars and design specialty workshops presented by experts from the field. Special attention has been paid to provide designers with information needed to survive in a changing marketplace. The following awards will also be presented: ASID Thomas Jefferson Award, Designer of Distinction, Project Design Awards, and Human Environment Award.

1987 leaders chosen

ASID announced officers for 1987. They are Charles D. Gandy, FASID, first vice president/president elect; Martha G. Rayle, ASID, secretary; and William F. Andrews, ASID, treasurer. Joy E. Adcock, FASID, assumes the office of national president, having served as first vice president/president elect in 1986. Janet Schirn, FASID, remains a member of the Executive Committee in the position of past president, having served as 1986 national president.

The election of five regional officers was also announced and they will be responsible for implementing Society policies and objectives within their region. They are: Kaye Christiansen, ASID, Rocky Mountain region; Hilda East, ASID, Southwest region; Fred Hershey, ASID, Northeast region; M.J. Kamin, ASID, West Central region; and Peggy Van Blaricom, ASID, Mid-Atlantic region.

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James Gregson leads new slate of elected officers

Liberty, N.C.—The stockholders of Gregson Furniture Industries have elected the following officers: James D. Gregson, Jr., chairman of the board and CEO; Robert G. Hunter, president and director of sales operations; Lloyd D. Brotherton, executive vice president; Raymond Douglas Gregson, treasurer and director of operations; and James L. Wilson, corporate secretary, general counsel.

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Krueger transfers firm ownership to 8 employee management team

Green Bay, Wis.—In a move to place ownership of the firm in the hands of employees, control of Krueger, Inc. was recently transferred to an eight-employee management team. An additional 40 other employees assumed equity. The firm, based here, previously had majority ownership under the control of outside investors.

Krueger sales are balanced between contract and commercial divisions, with a smaller percentage from the Architectural Fiberglass Division and the new International Division. While furniture is the major product, diversification includes open office systems, ergonomic seating, office tables, and folding and stacking chairs.

Members of the new management team are employees with 11 to 24 years of experience with the firm.



Krueger's employee management team is shown from left to right: James C. Appleton, director of administration; James A. Hurd, vice-president, sales; David E. Johnson, treasurer; Robert R. Earling, director of purchasing; Darryl B. Jaraczewski, plant manager, Wisconsin; James E. Falck, vice-president of sales and marketing; Richard J. Resch, president and chief executive officer; Gary T. Gunter, plant manager, Mississippi.

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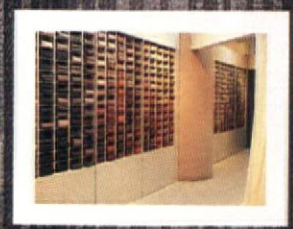
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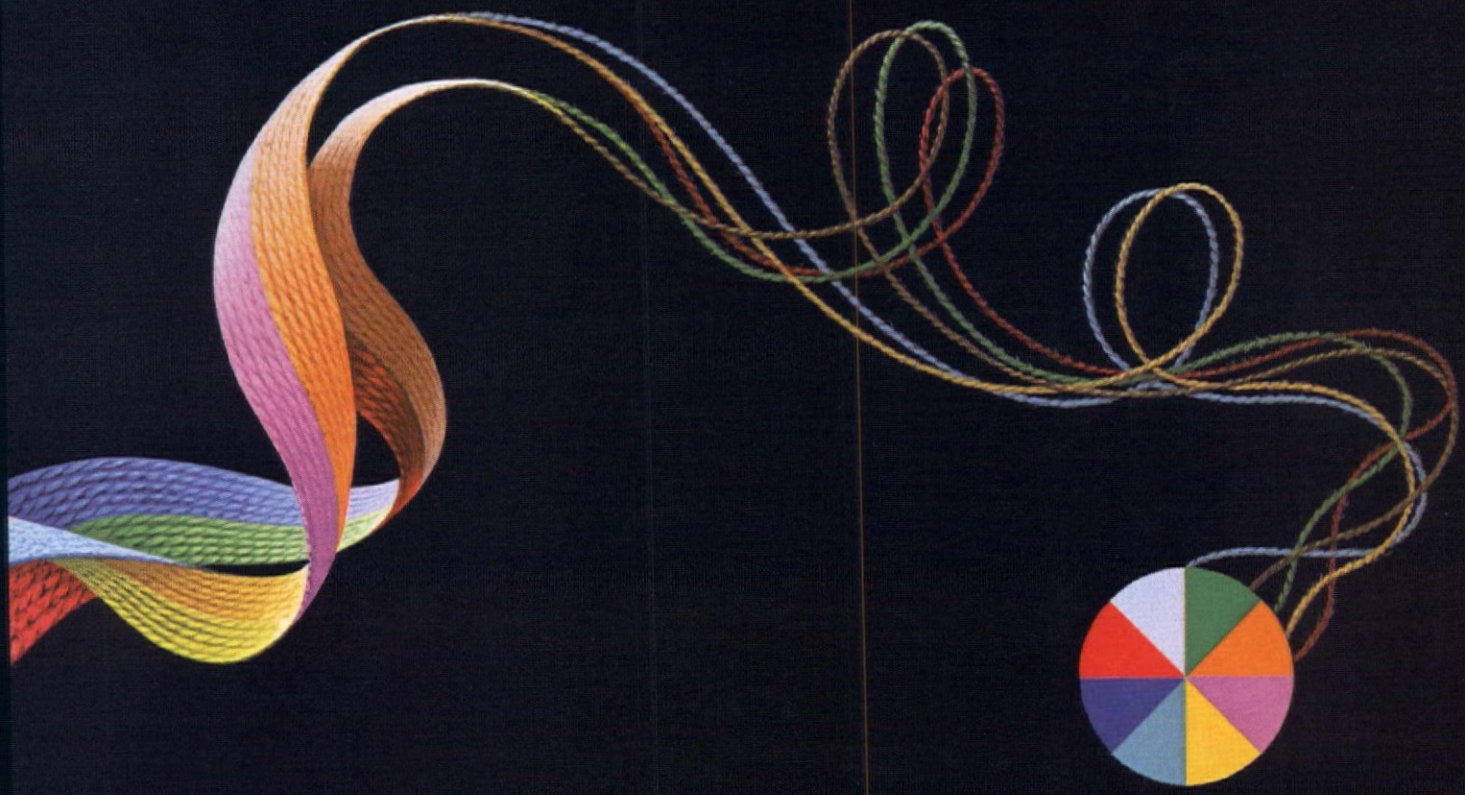
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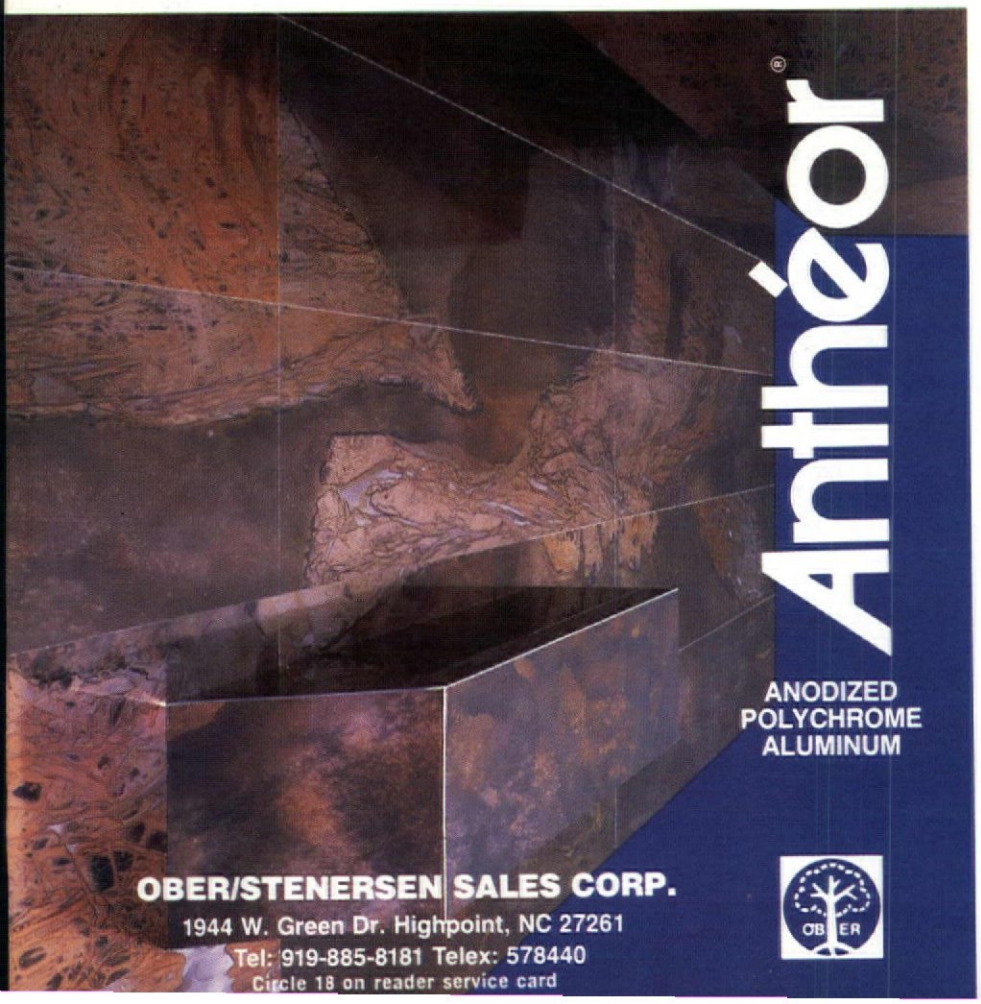
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New York Society of Architects meets at unique 'working showroom'

New York—W.B. Wood Co.'s new "working showroom" in the Grammercy Twin Towers building offers lighting and furniture products, and recently served as a meeting space for the New York Society of Architects, one of the oldest architectural organizations in New York. The meeting was held there due to the unique combination of office and showroom which was an ideal setting for this group's interaction. Pictured are (l. to r.) Paul Newman, vice president, sales, W.B. Wood; Francis R. Emma, R.A., Francis R. Emma Architects; Gerdi Elder, executive director, New York Society of Architects; and Roger Petraglia, R.A., Davila and Petraglia.



AIA forms new region, announces Heller as convention speaker

Washington, D.C.—The American Institute of Architects (AIA) has established a new region of the Virginias, encompassing Virginia and West Virginia, to enhance communication between the national AIA and its 1,700 members in both states. Architect Paul H. Barkley, AIA, Falls Church, Va., was installed as the region's first director to serve a three-year term on the AIA Board of Directors.

Previously, Virginia and West Virginia were part of the Middle Atlantic Region. Nationwide, there are 19 AIA regions.

At the AIA's national convention in Orlando, Fla., June 19-22, Walter W. Heller, economist, educator, and adviser to Fortune 500 corporations, will discuss tax reform, the construction market, and other issues.

He will speak on Saturday, June 20, as one of four focal point presenters. The convention theme is "Architecture '87: Fact, Future + Fantasy." Following his speech, Heller will join other guests for the Construction Market Forum, a discussion of specific construction markets and client needs stemming from economic and tax realities.

For more weekend convention program information, call Jim Ellison, AIA, at 202/626-7347.

Expansions: American Olean opens $17.9 million project

American Olean Tile Co. opened its research and development center and floor tile production facility in Lansdale, Penn., marking the completion of a $17.9 million expansion project of 47,000 sq. ft. It will enable the company to develop new tile and glaze compositions and test new products...the **HON Company** opened a 140,000 sq. ft. distribution and manufacturing plant in Sulphur Springs, Tex., to serve as a distribution point for office furniture. It will eventually serve as a product showroom and manufacturing center...**Kusch USA, Inc.,** the American subsidiary of Kusch + Co., Hallenberg, W. Germany, conducted dedication ceremonies for its new learning center at the manufacturing site in W. Germany, during Orgatechnik '86.

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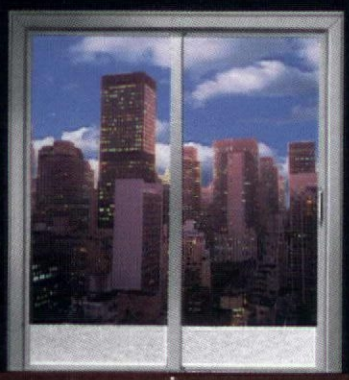
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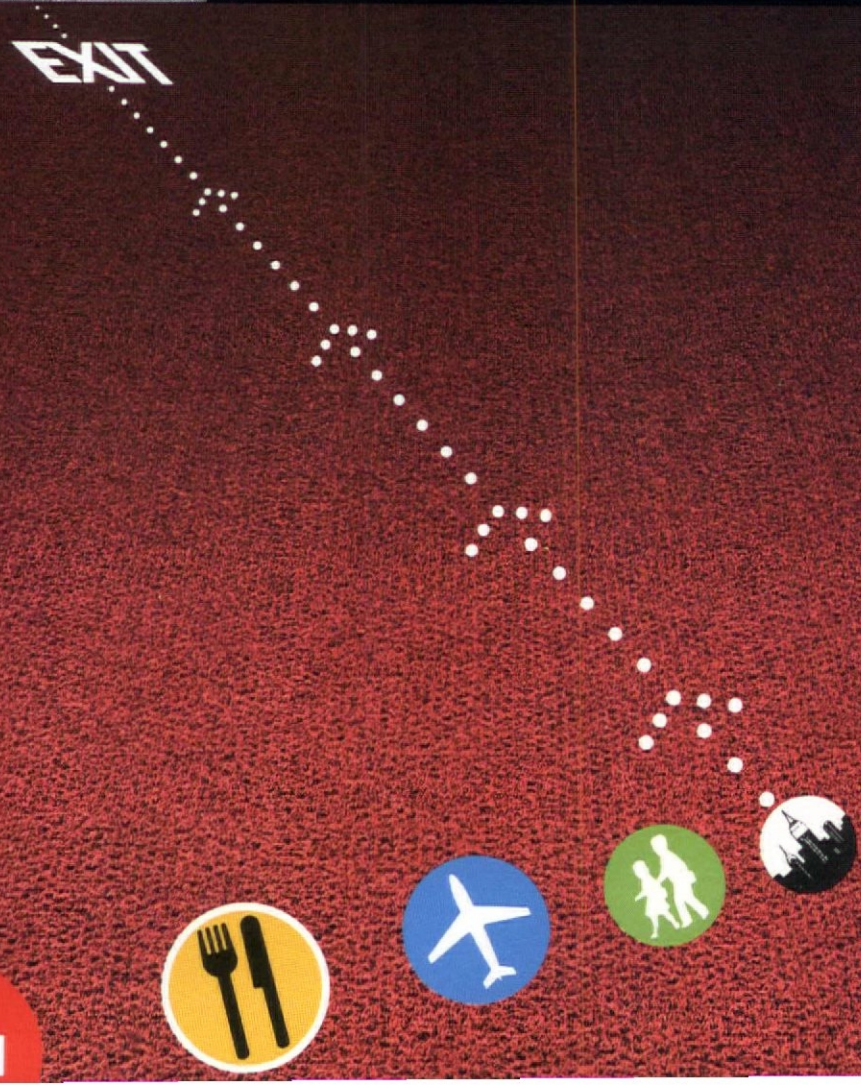
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Benefits of a new location prompt healthy growth forecast for Scalamandre

Evidence of growth in the commercial furnishings industry can be found among manufacturers moving to new corporate headquarters that employ the latest in physical plant, manufacturing facilities, and innovative management practice.

Typically in the business of serving today's contract customer, leading manufacturers who embark on corporate moves have a chance to "play client" themselves, choosing new facilities, architects to build them, suppliers to fill them, and operations to make them productive.

One such case history of a telling move to state-of-the-art headquarters is offered by Scalamandre, whose 60-year-old, third-generation business relocates to a new warehousing, customer service, and administration center in Islip, Long Island, N.Y. this month.

Located in a Foreign Trade Zone (FTZ) permitting waiver of import tariffs and custom duties on re-exported goods, the new 35,000-sq.-ft. building is situated on 3.5 acres surrounded by woods in a 52-acre FTZ adjoining MacArthur Airport, Islip Township. In addition to customer service, warehouse, and offices, the location also houses a computerized operations program dubbed "Norman."

"Our move represents a renewed commitment to our customer service base," notes Adriana Bitter, president, products division of Scalamandre.

Continues Bitter, "With 'Norman,' what we will achieve is an automated order entry system which represents an investment of three years into researching computer programs on the market, after which we decided to custom-design our own."

All orders automated

Some 20,000 Scalamandre clients across the country will be served by automated accounting, credit, and order-tracking services. Benefits to customers include status reports on back-orders and updates on delivery schedules. Reserved yardage, clippings, and all allocations will be itemized for customers in notice form, with reminders mailed automatically.

Phase two of the program will implement an automated sales force made possible by portable computers tied into Norman.

Notes Ward Bitter, head of operations, "One advantage of Norman will be itemization of all contract sales. We will be able to monitor them across all product categories—by type, and in terms of color and pattern. This will permit us to better predict what reordering will look like on a projected sales basis."

It is expected that the new system will carry the company 30 years into the future; for the first five of these, a 20 percent per-year growth rate is forecasted.

The improved level of customer service will be partially attributable to an experienced personnel base available in Islip, a community rich in computer programming expertise. A staff of 80 will be brought on, spread over the sample department, warehouse, and customer service/credit departments.

Choice of Islip for the new facility came about after three years worth of research into new locations, spanning five states in the New York region as well as the South. The site's appeal as an FTZ, ideal for Scalamandre's operation which involves trade with Canada, import from abroad, and re-export, was a major reason for its selection. So was the tax-free Industrial Revenue Bond made available through the Suffolk County Industrial Development Agency, which permitted economical financing for the building and all of its equipping.

The move opens up expansion opportunities in the company's existing Long Island City manufacturing site. Scalamandre will vacate 20,000 sq. ft. of 12-ft.-high warehouse in Long Island City to occupy 34,000 sq. ft. of 24-ft.-high warehousing on the Island. It can now allocate 14,000 more sq. ft. to production in Long Island City while devoting an additional 7,000 sq. ft. to art studios and archives. Furthermore, the older site is being boosted with six new high-speed looms; more are on-order. Additional automation of yarn warping and winding, as well as jacquard looms will take place eventually. Older equipment used for restoration of fabric and trimming will be maintained.

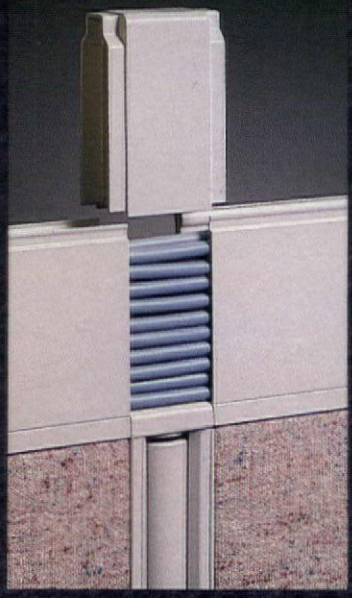




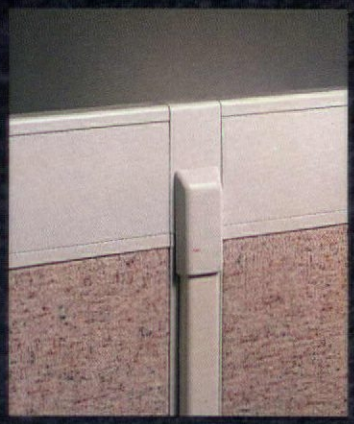
Scalamandre's new 35,000-sq.-ft. customer service center offers benefits of a Foreign Trade Zone plus automation of most operations. The company's move represents a renewed commitment to the firm's customer base, notes Adriana Bitter, president, products division of Scalamandre (above).

The Long Island City location will continue to offer services in a dye house, trimming department, in house screen-making, and mill facilities (including a restoration mill). The firm's mill encompasses over 200,000 sq. ft.; over 500,000 yards of fabric are produced and imported.

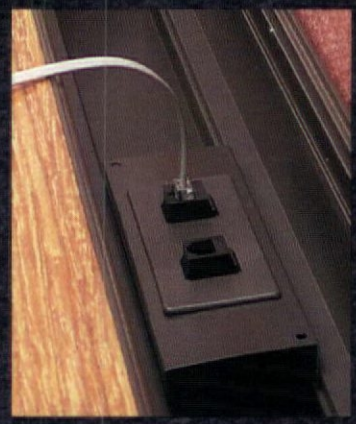
Scalamandre's new building is one of several facilities coming off the drawing board for the company; among the others are new showrooms in San Francisco; Boston; Miami; and Orange County, Calif.—*R.W.*



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ISD & Helikon Team Up For Seating Line

By **ROBERTA WALTON**
Executive Editor

Touted at Designer's Saturday and to be succeeded by additional seating introductions at NEOCON, are two Helikon chair designs created by Mel Hamilton and Gary Lee, vice presidents with ISD, Chicago.

No stranger to product design, ISD as a firm has worked cooperatively with major manufacturers before, among them Westinghouse and Alma. This latest joint venture represents, in the designers' view, yet another indication of how the manufacturer community and A&D profession are becoming more closely aligned through collaboration in the early stages of product development.

Suppliers and practicing interior designers are teaming up more than ever before to create the elements of environmental design—not just the enveloping project. Manufacturers are turning to fresh design and new sources, notes Gary Lee, in saying, "While many suppliers may have full-time design staffs, they are seeking the input of outside interior designers more and more. Manufacturers' level of curiosity about what's needed in the marketplace is much higher."

This heightened awareness in supplier circles is thought to be a reaction to redundant design of which so much has been seen in the mid-'80s. Continues Lee, "What happened is that prior to 1985, the tremendous growth and emergence of contract manufacturers flooded the market with several interpretations of the same product idea."

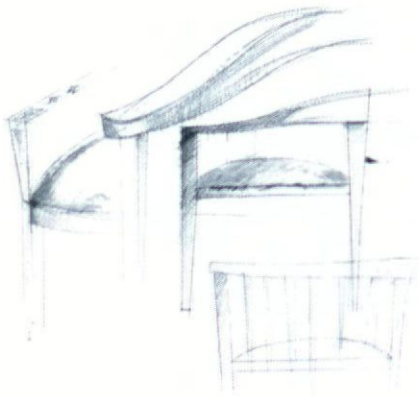
As part of a general marketing trend, many manufacturers are now keenly looking for new inspiration, a way to break the mold. Lee comments that American manufacturers are ever-more enlightened about international design influences coming from Italy and other European countries where trained architects are commonly used for all product design ventures.

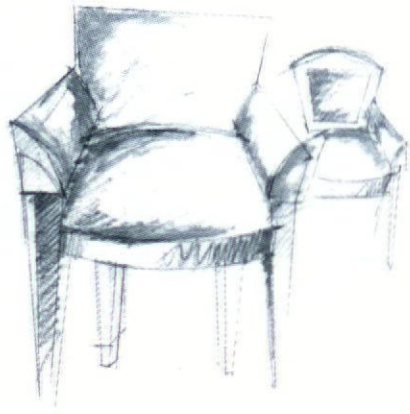
Noting that product design has traditionally been delegated to manufacturers by the architecture profession in the States, Mel Hamilton says, "As a firm, ISD enjoys becoming involved with large manufacturers in the early stages of product development. Our effort with Helikon is part of a larger trend in our industry which is now including architects and designers again in the product design 'loop.' The architect is recognized as a personality, and is no longer a nonentity."

Hamilton applauds the move away from an endorsed "corporate style" in furnishings design, a style that has been, regrettably, quite repetitive.

"Clients are seeking individuality. As a result, our collaboration with Helikon tried to formulate designs that are adaptable to a wide variety of uses and not so one-dimensional that they cannot work in a range of applications," he says.

"Tao" is adapted from a Regency-style armchair and has a high back. "We felt that there was a need for a chair of this type—a new model will be produced with wicker accents, reinterpreted in a





"Large manufacturers should involve interior design firms more in the early stages of product development."
Mel Hamilton



"Product design is a natural extension of our services as a design firm responsible for the total environment."
Gary Lee





contemporary way," Hamilton explains.

"Vienna," inspired by the captain's chair style, has a rounded, lower back and curved contours, yet balances a highly linear form in the backrest and arms. Both chairs are made of hardwood maple frames and are available in 20 hand-rubbed finishes, including cherry, walnut, mahogany, oak, teak, and English oak. Plans exist to fill out the line with upholstered pieces for introduction in mid- to late-'87.

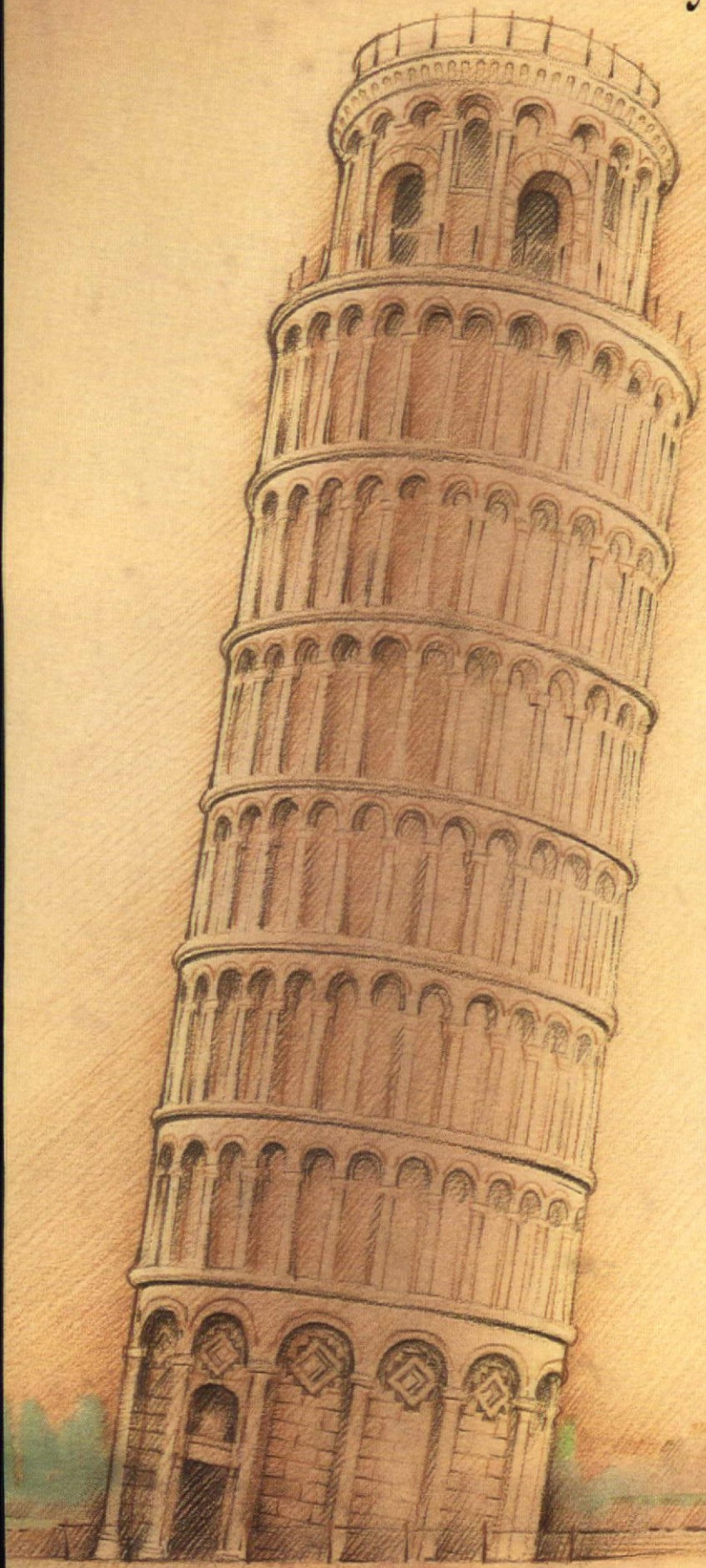
The design concept for the first two pieces of the seating program pre-dated reaching an agreement with a manufacturer. Discussing the creative process that led to a final design selection, Hamilton says, "We knew what we *didn't* want. We doodled, tacked up the designs, and chose two styles we wanted to pursue. Then, we set out to look for a producer. Thus, the elapsed time from when we met with Helikon and when we introduced prototypes at Designer's Saturday, was less than a year."

ISD has other plans for product design, including possible introductions for fabric and lighting, as well as an inexpensive stacking chair. Says Hamilton, "As a firm, we spend a lot of time in product design on a custom basis and we'd like to see more of our efforts become available on the contract mass market."

The potential to the firm for product design to become another profit center is yet unclear. The designers agree that such ventures lend additional stability to any firm's revenue picture, but, says Lee, "For us, this is a spontaneous development. It is ideal for ISD, given that the staff—half architects, half designers—is endowed with 'renaissance talent'."

ISD Designers Gary Lee and Mel Hamilton, (above, left and right) created the Vienna and Tao chairs (top, left and right) in cooperation with Helikon. Preliminary drawings of both chairs are shown on these two pages.

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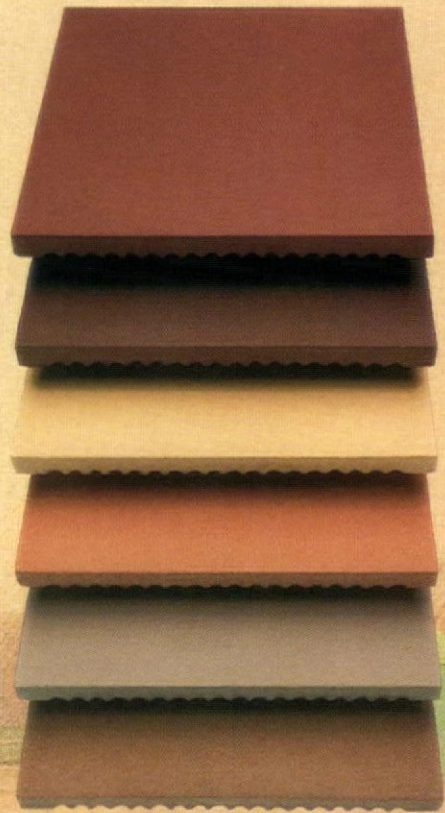
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By Sara O. Marberry



Patients, staff, & client benefit from intelligent selection of color

Promoting the health and welfare of patients and staff in healthcare facilities may just be one of the most intelligent color applications in existence. A case in point is a new building for the Methodist Hospital in Indianapolis, Ind., where The Rowland Associates paid extra special attention to interior color specification for fabrics, finishes, and materials (see p. 86, this issue, for story on the project). Through the firm's efforts, the client not only has a pleasing, comfortable environment, but also one that is durable and practical for future remodeling.

Certain colors avoided

According to Sallie Rowland, president and project director, The Rowland Associates, it was the hospital's idea to use the power of color to promote the health and welfare of patients and staff. The firm decided to seek expertise beyond its own and hired internationally-known color consultant Rudolph Manke, a partner with Manke and Manke, a LaJolla, Calif.-based firm which specializes in color in healthcare design. Manke flew to Indianapolis and gave designers at The Rowland Associates a three-day "crash" course on the impact of color in hospital and healthcare use. "There is a lot of research on color and human response that has not been properly documented," says Rowland, "but I felt that by taking consistent theories of individual color specialists we could come up with some really solid information."

Through Manke's suggestions, the firm decided to avoid using colors from the lavender/purple family because they disturb the focus of the eye and have an after-image of sickly yellow-green. White, a color found to be emotionally sterile, has little therapeutic application. Yellowish-green was also not used because its reflection on human flesh gives the complexion a sickly pallor. He advised against the use of stripes in patient areas, for they are a constant source of tension, especially if they are crooked or off-balance on the footwall of a patient room. "It would be very irritating to lie in a hospital bed and look at a crooked set of stripes," explains Rowland.

She reports that Manke didn't feel that strong colors should be specified in hospitals because they are too intense. "We concluded that uniform color in any patient environment is wrong," Rowland states. "Color variety adds a stimulus that is necessary in healthcare."

Three sets of colors used

The design team developed three sets of complementary colors for the hospital complex: green and rose, representing the green and red color wheel combination; blue and peach, as values of the blue/orange combination; and plum and yellow, derived from the purple/yellow complementary pair. Rowland explains that these colors evolved from grayed tones to get the correct values of lightness and darkness. "Complementary colors give an alternating soothing/stimulating effect," she says. "The combination provides a balance that is effective for the long term."

A warm neutral was used as a background throughout the hospital. Rowland describes it as a "grayze"—a grayed beige that is warm without the coolness of gray. "Pure gray is not a good color for healthcare environments," states Rowland. "It is cold, tends to go black, and never lasts as long as the warm neutrals." Specifying this neutral color for larger surface materials (such as marble tile floors, ceramics, and laminates) opens up a variety of directions color can take in the future when the time comes to replace materials that are more susceptible to wear, such as paint, fabrics, and carpet.

"The design field gets carried away with trends sometimes," says Rowland. "And it's unfortunate for a client if someone can walk into a building and know that it was done in a certain year because of the colors."

Rowland explains that the green/pink, blue/peach combination was used in most of the patient areas, such as surgery, intensive care units, and individual rooms. Because the light on the headwall (where the head of the bed is) in rooms reflects color off walls, the sidewalls and headwall are always neutral, leaving the footwall as the accent. Upholstery on side chairs complements the footwall. Bedspreads work with any color combination. "We found a fabric that is a woven plaid that has colors from our whole palette," says Rowland. "So the bedspreads work in any room and this offers a tremendous housekeeping advantage for hospital staff."

The plum/yellow combination was used more in special areas of the hospital such as clinical or public areas, but generally not patient areas. By confining colors to specific floors and areas, the design team was able to eliminate the possibility of the wrong chairs ever being placed in the wrong rooms by the housekeeping staff.



Columns in Methodist Hospital's lobby show off the full spectrum of colors specified by The Rowland Associates for the facility.

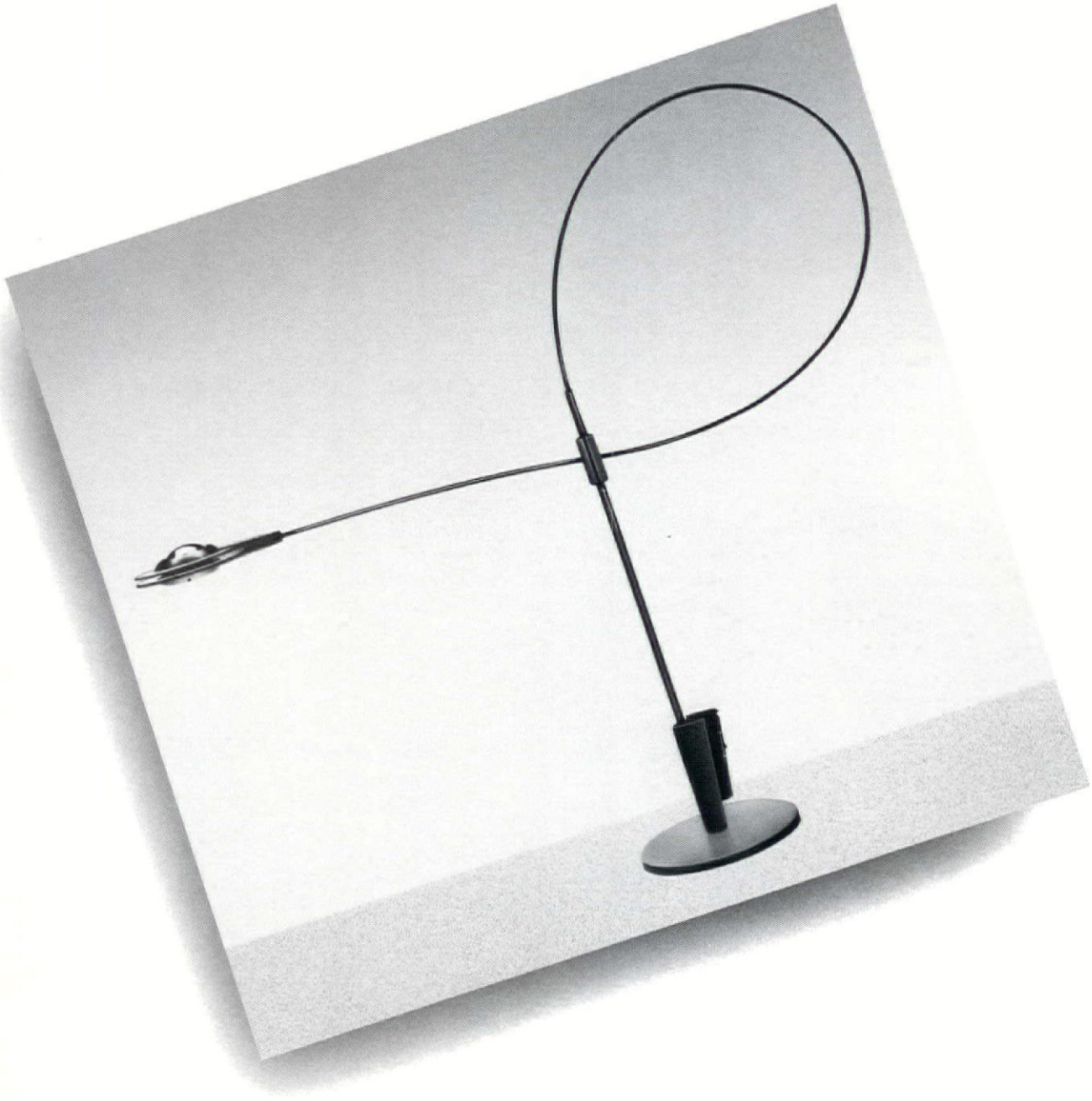
"Healthcare design has to look good for a long time," says Rowland about the firm's selection of colors for this project. "We as designers have to remove ourselves from looking at just what is available and think about the effect of colors on patients and staff as well as their esthetic value over a long period of time."

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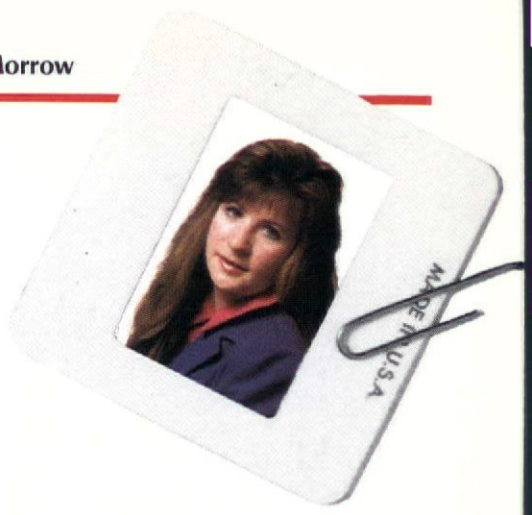
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Circle 23 on reader service card

By **Eileen McMorrow**



Campus conservatory, loft office receive 1986 IALD Awards

The Palm House at Dowling College in Long Island, New York, and the SITE offices in New York City were among the recipients of the 1986 International Association of Lighting Designers (IALD) Awards of Excellence. Remarkable, innovative solutions created by New York area lighting design firms, Steven Mesh/Diana Juul Architectural Lighting Design and Berrian-Viola Associates Inc., were behind the awards.

Part of a turn-of-the-century Vanderbilt mansion in Oakdale, Long Island, the Palm House is a glass and cast iron conservatory building, now occupied by Dowling College.

Formerly a true palm garden, the Palm House is now used as a student lounge, banquet room, lecture and concert hall, presentation room, and connection between buildings. The Honorable Mention Award went to Steven Mesh, IALD, and Diana Juul, IALD, of Steven Mesh/Diana Juul Architectural Lighting Design, New York, due to the intricate lighting system they designed for this glass structure which has few places from which light can reflect, no place to conceal wiring, and difficulties with glare.

"Because the building is essentially glass, most of the surfaces appeared dark at night, dematerializing the building," explains Mesh.

The lighting program was designed to provide a flexible, refocusable lighting scheme for various uses of the space, and to provide more general light at a lower height to reflect off the limited matte surfaces such as floor tiles, cast iron panels, and window mullions. Downlighting would help to reduce the overwhelming scale of space.

The solution developed by Mesh/Juul has four components. Track and adjustable track fixtures were mounted in unobtrusive places and aimed at angles to best serve the floor, wall, and podium. Street lamps with glass globes appropriate for the building style were placed in the corners of the 32-ft. tall, 46-ft. wide, and 68-ft. long house, providing a source of light originating at a lower height than that of track lights.

Thirdly, old vent holes in the structure were transformed into lighting fixtures, resulting in a glowing band which reflects in the glass wall and ceiling, adding an element of sparkle. Finally, the designers established a preset dimming system that allows untrained college personnel to select the proper combination of lights.

"The approach is to provide enough illumination where it is needed for some tasks, and to enhance the architecture," explains Mesh.

In voting an award for the Palm House, the IALD panel of jurors praised the designers' restraint, noting that the charm of the building could have been lost with excessively overdone lighting. By dusk and night, the Palm House glows festively, the campus centerpiece.

For the architectural firm SITE, located in New York, Diane Berrian-Viola, IALD, Berrian-Viola Associates Inc., Pound Ridge, N.Y., created an Award of Excellence lighting design that successfully integrated with the firm's strong design style and the historic nature of the Louis Sullivan building at 65 Bleecker Street. With a ceiling height close to 13 ft., the 8,000 sq. ft. loft space has 21 full-height columns with capitals ornamented by Sullivan. The absence of a hung ceiling, which leaves all sprinkler pipes and HVAC systems exposed, further restricted and complicated possible locations for lighting fixtures.

The designers recommended inverting two-lamp fluorescent channels into the tops of the partitions for uplighting. This solution provides the general lighting scheme throughout the space. Locations and intensities of lighting fixtures vary, according to specific needs.

The gallery is wrapped with a line of perimeter uplighting to balance strong, direct sunlight from the south window wall. Louvers are used to soften the light where partitions abut full-height walls. Certain partition walls make use of surface-mounted incandescent track lighting.

A combination of artificial and natural light casts subtle shades and shadows through the partition screens in a changing process, according to one's position in the space.

Lamp color was carefully selected to avoid adding a tint or graying of the white surfaces. White, fluorescent lamps with phosphors were chosen, as opposed to ultralume, cool, or warm white. Quartz incandescent PAR lamps were chosen for their whiter color to blend with the fluorescents.

"This recognition from the IALD jury reaffirms the importance of a carefully thought-out and executed lighting system to enhance the designer's intent," concludes Berrian-Viola.

Photo by Steven Mesh

Photo by Peter Aaron/ESTO

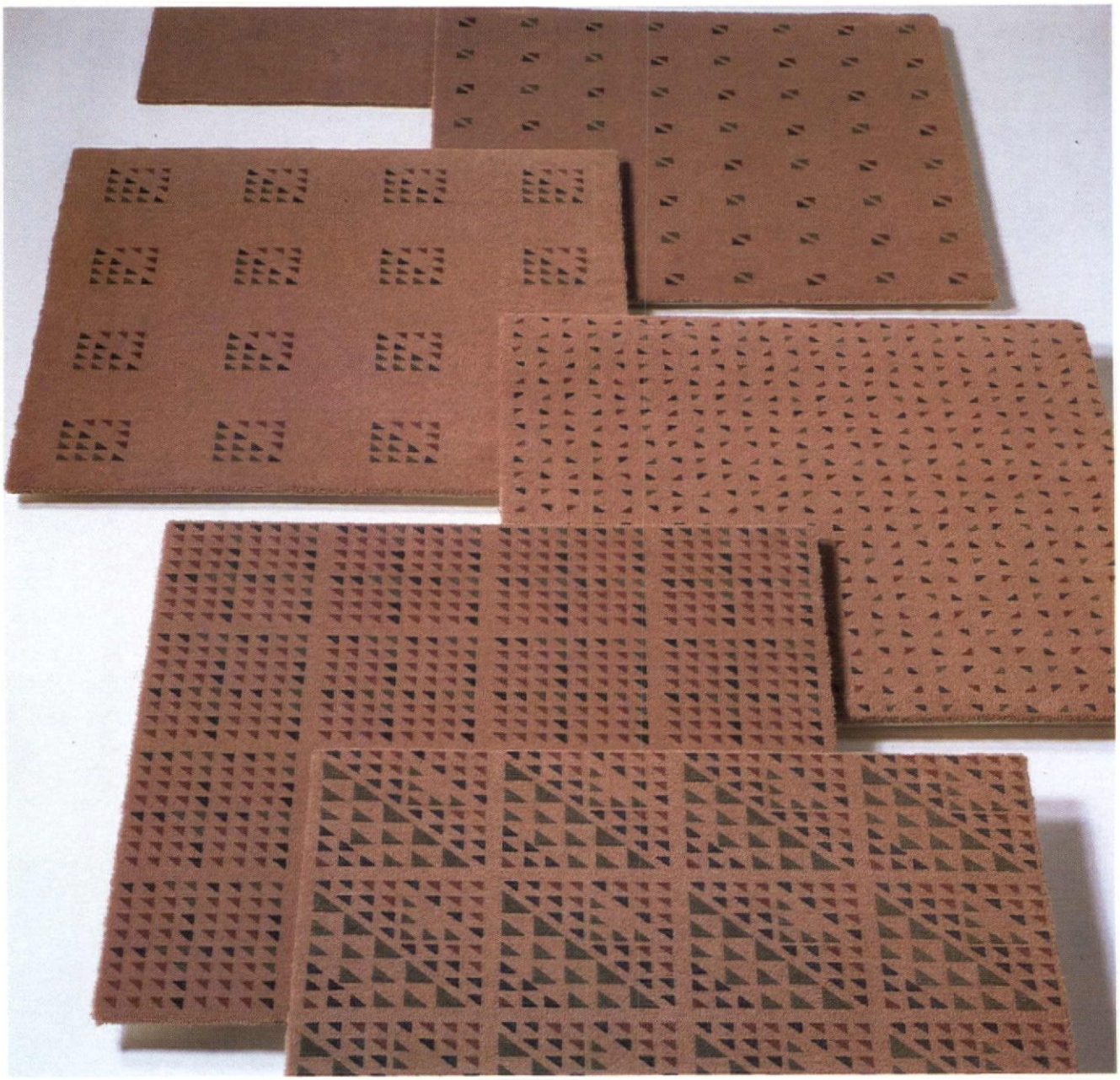




The lighting system at Dowling College's Palm House (left) incorporates track lighting, street lights, and fixtures located within the old vent holes of the structure. Indirect fluorescent uplighting recessed into partition tops of the SITE offices (right) provides a comfortable level of light.


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Free-lay carpet system eliminates adhesive

Lees Commercial Carpet Company's Self Lock™ modular carpet system claims to be the first true free-lay carpet tile system on the market that drastically reduces installation costs because it does not require adhesives when laying tiles.

The tiles are available in both cut and loop pile in either 18- or 24-in. squares. More than 200 colors and a wide range of textures give the line an unusual degree of design flexibility. Custom pattern capability is virtually without limit due to the carefully worked out designs of the modular carpet tiles.

Modules are easy to cut and fit because face yarn and backing are integrated. Use of DuPont Antron nylon provides soil resistance and protection against static build-up. Resistance is effective for the life of the tile.

Either through a running line or custom programs, Lees modular systems are available with permanent built-in Bioguard antimicrobial action. The Self Lock system is guaranteed for 10 full years in key areas of performance. Tiles are warrantied not to de-laminate, edge ravel, cup, dome, or dish.

Circle No. 389.







"The skills of our technical staff. . .become valuable assets in finding solutions to design problems," notes Bernard Egerter, president, Lees Commercial Carpet Company (far left). Together with Richard Elliott, executive vice president (center) and John Rearden, vice president, modular systems, Egerter has forged many innovations in carpeting.

Technical proficiency in carpet is hallmark of Lees Contract

A blending of technical proficiency and esthetics marks the evolution of carpet tiles and broadloom manufactured by Lees Commerical Carpet Company, a division of Burlington Industries, Inc. "A vital part of that," says Bernard Egerter, president of Lees, "is the fact that the company is made up of interdisciplinary groups that study end-use applications to identify performance values which may be added through chemistry, modification of yarn construction, or other aspects of textile engineering.

Such innovations as Unibond® Backing System, Biogard® Antimicrobial Carpet, and Thermobond® Modular Systems are some of the outstanding developments attributable to Lee's expertise.

Typical of the company's innovative attitude and scientific thrust is the development of Unibond®, an improved backing lamination, which bonds primary and secondary backs of tufted carpets. Looking beyond the conventional and accepted procedure of bonding backings with latex, Lees scientists replaced that method with molten thermoplastic resins, which make a bond three times as strong.

"Many companies supplying the contract industry are faceless corporations that are known only through literature and resource library sources," says Egerter. "Those who employ Lees as a commercial carpet resource come to know the company and its representatives as members of the construction team. Then, the knowledge of these marketing representatives and the skills of the technical staff that support their efforts become valuable assets in finding solutions to design problems."

Egerter points out that in addition to the services of representatives in every major market, Lees has a technical services section that furnishes written installation and maintenance guidelines. These representatives also are available to read blueprints, do layouts, and give on-site installation direction as needed.

New ideas enouraged

Richard Elliott, executive vice president of the company, says, "There is a fortuitous mix of disciplines at Lees that has accounted for an enviable succession of technical achievements. That is the nature of research-oriented companies. Ideas are encouraged, experimentation is supported, and the company is willing to try new concepts."

John Rearden, vice president, modular systems for Lees, points out that even though the timing for a new idea on occasion may be wrong and come to nothing, "the dedication and the intelligence are always there and when the need exists, Lees has the tradition of finding a better way to meet it," he adds.

At the heart of the scientific approach, he adds, is the all-important function of questioning what is and what could be. "What place does laser printing and fiber optics have in carpet design and construction?" he asks. "Can the company go further in hardening the fiber shell, which would increase resistance to abrasion and wear? Can carpet be made to deaden fire and smoke, just as it deadens sound? Nothing is off-limits in our exploration for improvements."

The resources needed to carry out the research and development function stem from the strength of the company. Lees is a division of Burlington Industries, one of the largest and most diversified manufacturers of textiles and related products. Burlington manufactures and markets apparel fabrics, yarns, rugs, mattress ticking, draperies, bedspreads, and fabrics for industrial uses; as well as a broad selection of residential and commercial broadloom and modular carpet systems. The parent company has more than 80 plants in the United States and abroad. Lees has been a Burlington division since its acquisition in 1960.—*L.C.*



Fabrics offer wearability, static control

Textile Marketing Concepts, Inc. (TEXMARC) is now manufacturing and marketing lines of fabrics acquired from Quaker Fabric Corp., from whom it has acquired the rights to independently produce and sell the QuakerStat nylon upholstery program. Initial product offerings feature spun yarns composed of BASF's Zeftron® nylon fiber for the upholstery and wallcoverings markets. They feature a new generation of virgin nylon that has unparalleled wearability and superior resistance to abrasion, fuzzing, and pilling.

Called Durastat, the line features long staple, six-denier nylon that is stock-dyed for color consistency and uniformity in a broad range of solid and heather shades. A substantial percentage of carbon-suffused nylon fiber is blended in to provide fabrics with electrostatic, conductive properties.

The fabrics are available as solid plain weaves; carbon-conductive backed solid plain weaves; two-color plain weave tweed; two-color bird's eye plain weave; solid-twill weave; two-color twill weave; or solid basketweave/solid waffleweave. All of the DuraStat fabrics either are inherently fire resistant or can be specially treated and certified to meet flammability specifications. **Circle No. 317.**



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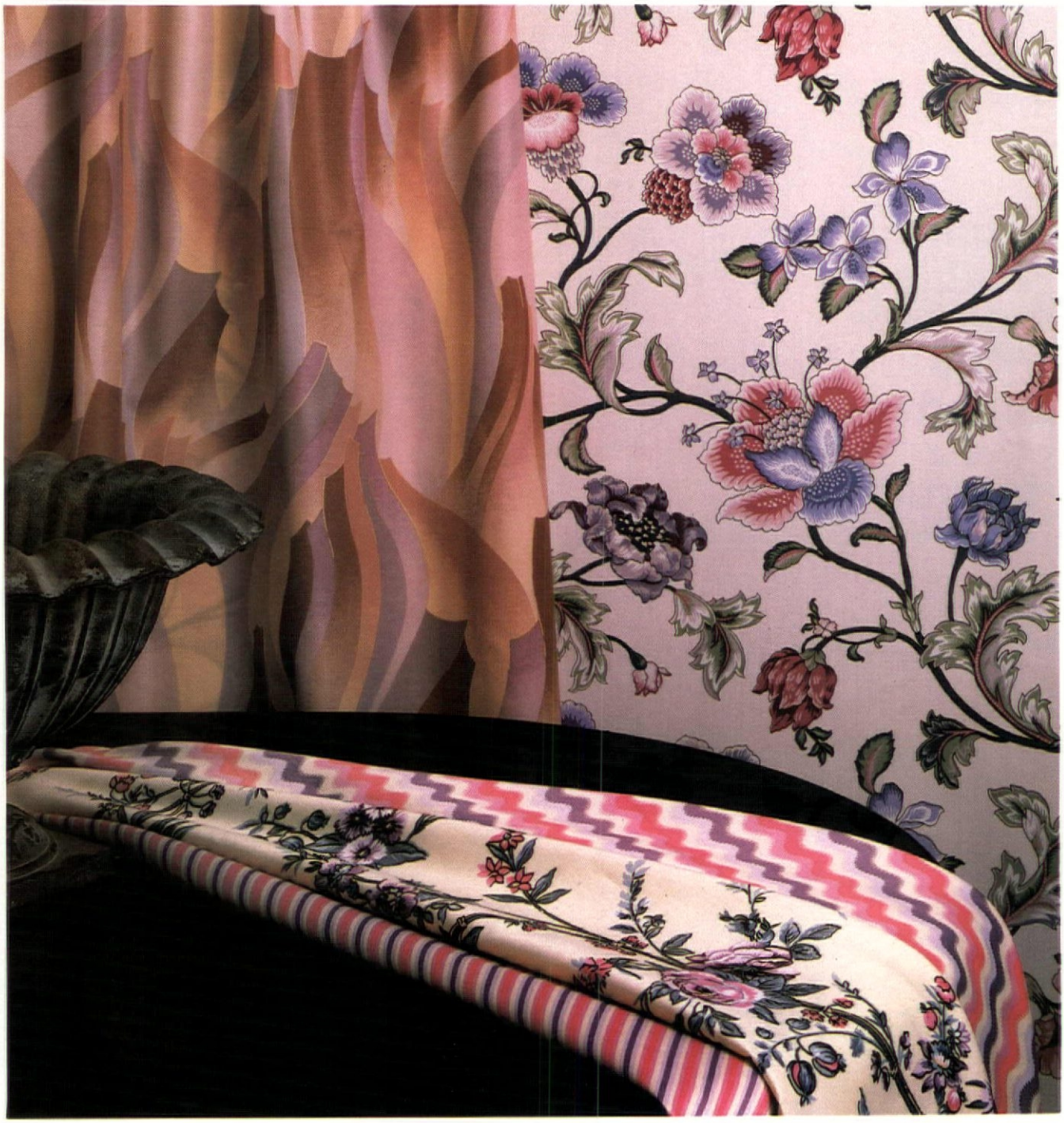
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Hoechst Fibers Industries, division of American Hoechst Corp., first introduced its "Trevira for FR" inherently flame-resistant polyester fiber five years ago. Initially, fabrics constructed from these fibers were used for hospital cubicle curtains, bedspreads, panel cloths, and draperies.

More recently, several new upholstery collections in "Trevira for FR" have been offered to the contract market. In 1986, these fibers were also introduced to the U.S. hospitality market in a wide range of new fabrics.

Pictured clockwise from left are three recent introductions that use "Trevira for FR": Eliance from Ametex Contract Fabrics; Protos Collection from Cohama Specifier; and Belvedere Collection from Design Printery. All of these fabrics are 54-in. wide. **Circle No. 349.**

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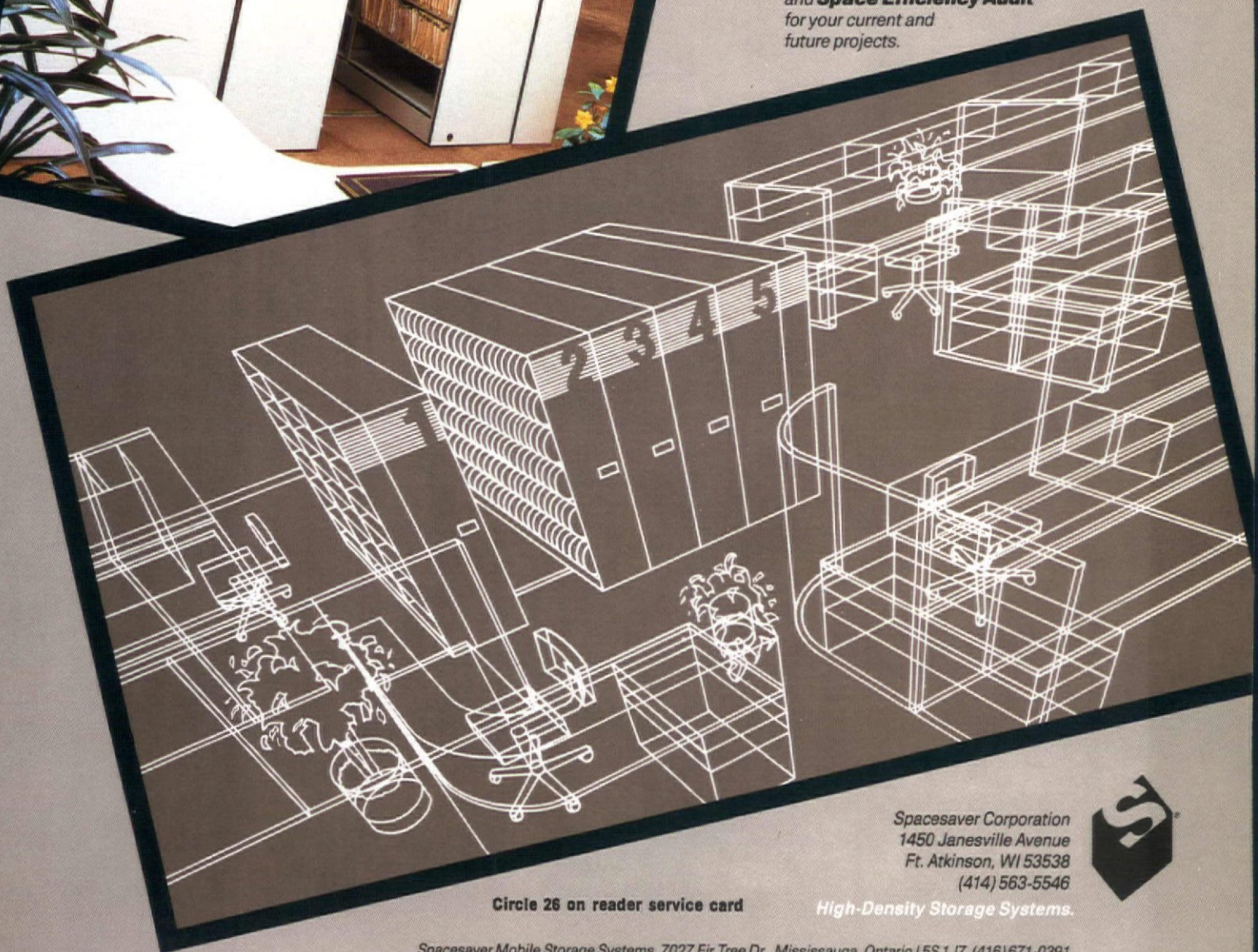
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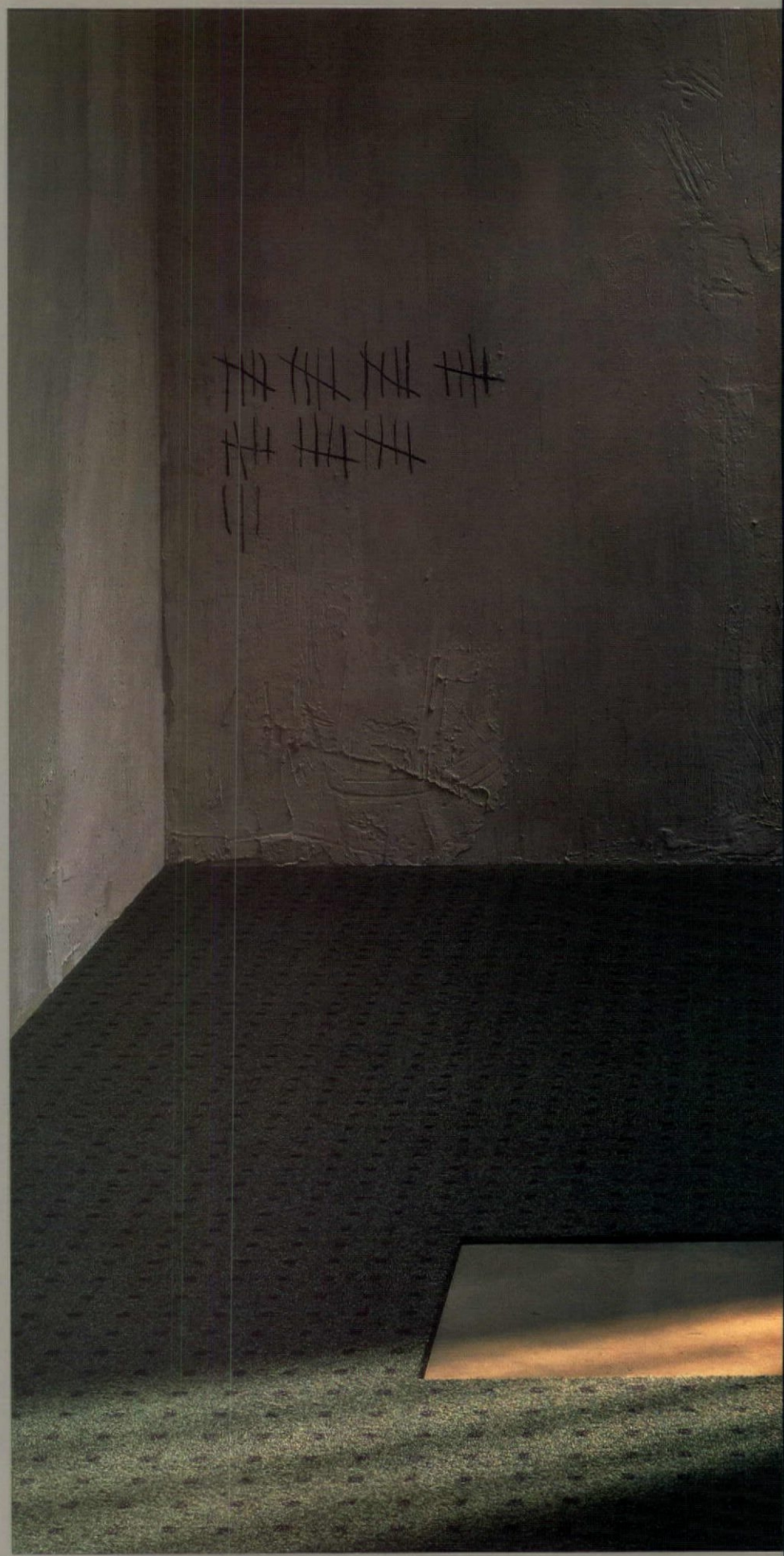
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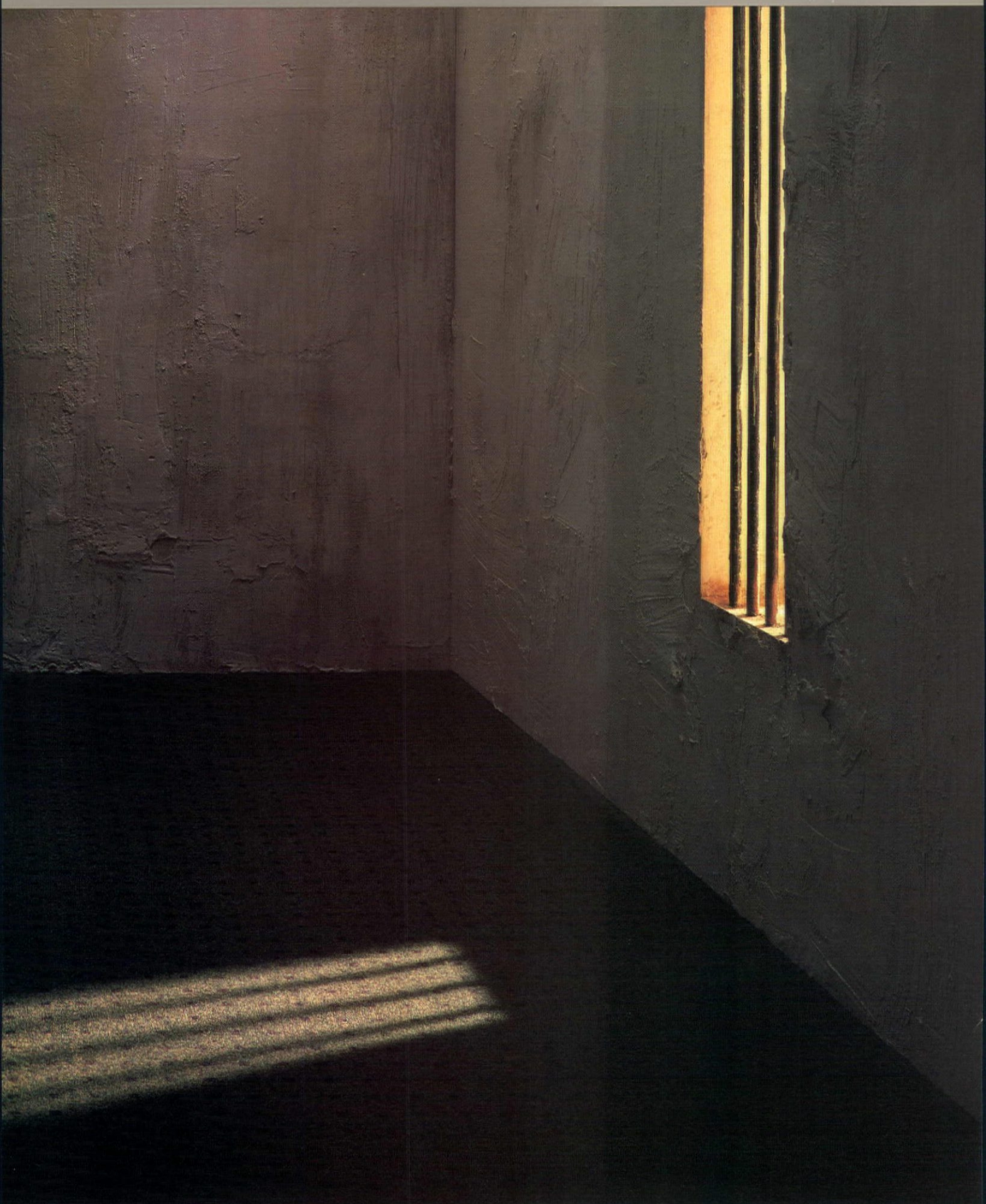
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Modular carpet systems by Lees in over 200 colors and patterns. Photography: Fred Schenk. ©1985 Burlington Industries, Inc.



Locking system enhances R-Way line

LaFayette Office Furniture System from R-Way offers many elements for today's office environment in a mid-price range. Product line includes double pedestal desks, single pedestal desks, open and closed credenzas, executive, and secretarial desk returns.

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Standard on all LaFayette products is the barrel locking system which allows for up to 200 different key changes, yet can be accessed by one standard master key. The locking system's design has made it possible for all desks and open credenzas to offer a 25¼-in. knee space height. Products are available in walnut and mahogany finishes and can be ordered in a finish to match existing office motifs. **Circle No. 320.**


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Adjustment buttons that are concealed under the seat are features of the Grahl Allmatic ergonomic office chair. Chair back can be adjusted for permanent contact with the user's back, providing constant backbone support, or it can be locked in the desired position by using control buttons.

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Flame-resistant fabrics possess look, and feel of wool

Frankel Associates Contract Fabrics Division offers the Specifier I Collection of high-tech casements. Available in 28 patterns, the product line includes 100 percent wool casements and 100 percent "Trevira for FR" flame-resistant polyester designed to look and feel like wool.

Heavyweight Trevira polyester, manufactured by Hoechst Fibers, is machine washable to 140 degrees and passes the NFPA 701 drapery fire codes.

Fabrics are 48-in. wide and come in tones of gray, mauve, and natural. **Circle No. 444.**

Loboflor®

It just may be the world's first truly magic carpet.

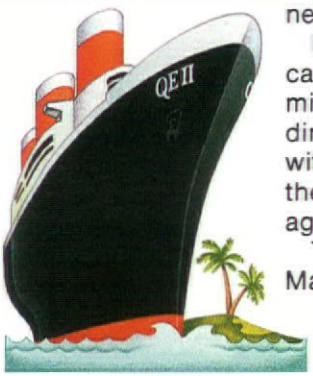


At least, that's what specifiers all over the world seem to think.

Rolls Royce chose Loboflor carpet for their London showrooms. Perhaps because its unique high density flocked pile (50,000 fibers per square inch!) won't mat. Or crush. Or track.

Australia's Sydney Hospital seems to like the easy, cost-efficient maintenance of Loboflor. Spills clean up quickly, completely, so the floor stays looking new. And Loboflor carpet can be wet-vacuumed time after time, so it stays hospital-clean.

Cunard Line's famed luxury liner, the QE2, selected Loboflor to carpet the health club and sauna rooms aboard ship. One reason: Loboflor is waterproof. Won't ever rot. Or mildew. Even if it's flooded, it dries fast to like-new freshness and appearance. And it's never slick, wet or dry.



Fully as important, Loboflor carpet features a fiberglass midlayer that's absolutely dimensionally stable. So, even with QE2's exercise equipment, there's no buckling. No shrinkage. No rippling.

The Royal Polo Club in Malaysia wanted the superb comfort of Loboflor, the result of its thick PVC backing, cushiony fiberglass midlayer, and super-dense nylon pile. (They're also pleased that their vintage Burgundies won't stain Loboflor at all.)

But the good Irish Sisters at the Dominican Convent in Dublin haven't really said why they wanted Loboflor. (We suspect it has to do with the heavenly peace and quiet of Loboflor sound absorbency.)

The real magic of Loboflor carpet is simple: Loboflor combines the durability and easy maintenance of a tile, the luxurious comfort of a textile carpet, and the waterproof protection of a rubber mat. Then backs it all up with a full ten-year wear guarantee.



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Photography by Hedrich Blessing

Viennese-style showroom integrates art

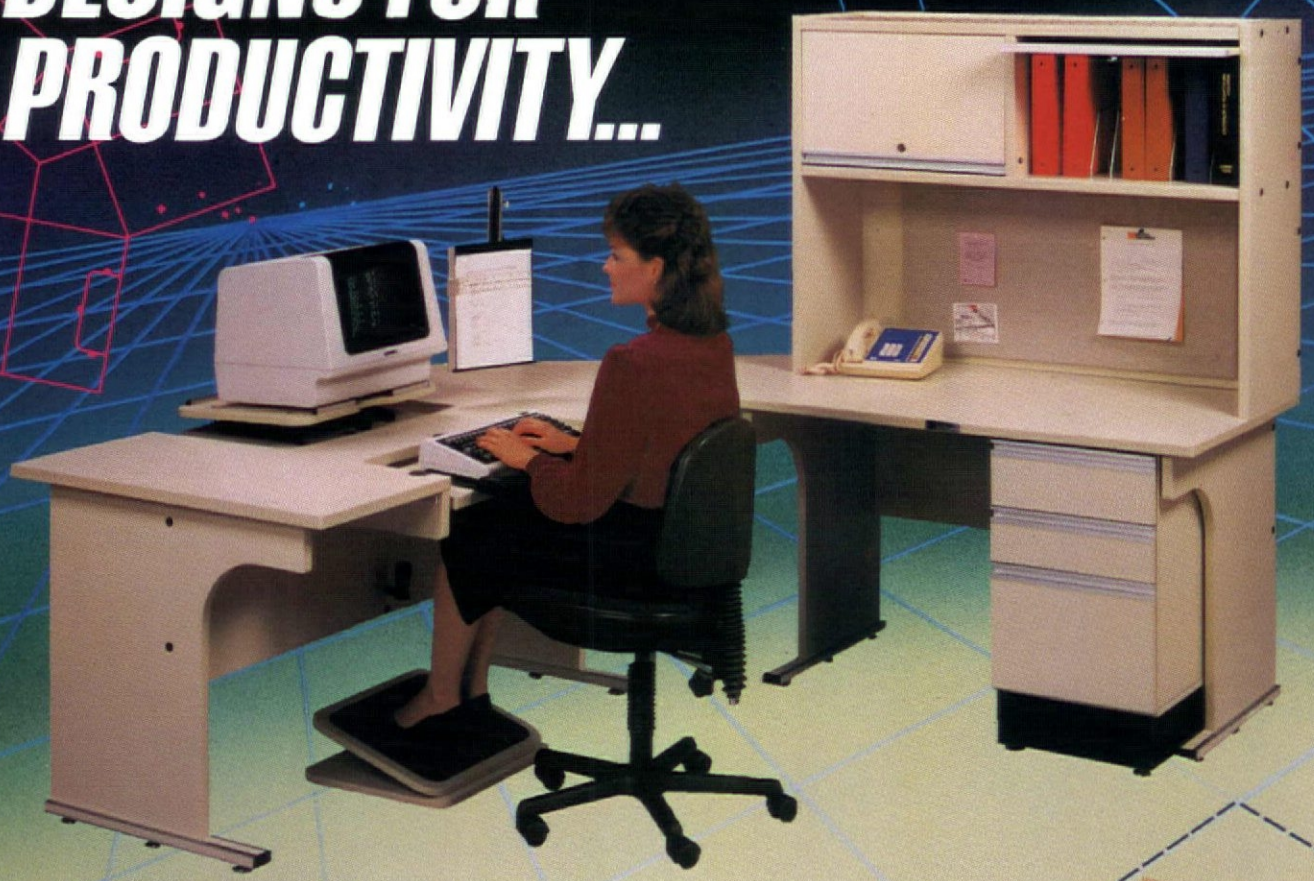
Integrating architecture and art was the design premise behind Eva Maddox Associates' plan for the new Collins & Aikman showroom in the Atlanta Merchandise Mart. Inspired by the Vienna "Arts & Crafts" movement of the early 1900s, the design team used the client's Plexus carpet tiles to combine pattern with architectural elements and create a workable selling environment.

A center rotunda is the pivot point of the 3,800-sq.-ft. space, which divides into a square conference/display room and offices on either side. Three exterior glass walls allowed designers to establish an outer corridor to surround the inner space. Eva Maddox, principal-in-charge and president of Eva Maddox Associates, describes it as an arcade. "The inner space becomes intimate, but the orientation is always back to the outside," she explains.

A colonnade linear pattern provides a horizontal axis and formal ordering to the space. The outside corridor is connected to the inner circle by these architectural elements, providing a variety of display areas for different products. Smaller columns in the showroom are made of acrylic and painted with automobile finish for extra color intensity. According to Maddox, stencilling done on a wood parquet floor in the entrance to the conference room relates to the "Arts & Crafts" theme, but also suggests that carpet tile may be used in a similar manner to create pattern-upon-pattern.

Quartz lights, indirect spots, and pendant lamps illuminate the showroom. Soft, indirect lighting in the rotunda gives the illusion of concrete form. Because carpet is a backdrop for furnishings, Collins & Aikman's management urged the design team to use other manufacturers' products relevant to the "Arts & Crafts" period to "accessorize" the space. The Atlanta showroom is the third one done by Eva Maddox Associates for Collins & Aikman. The other two showrooms are located in the cities of Chicago and Washington, D.C.

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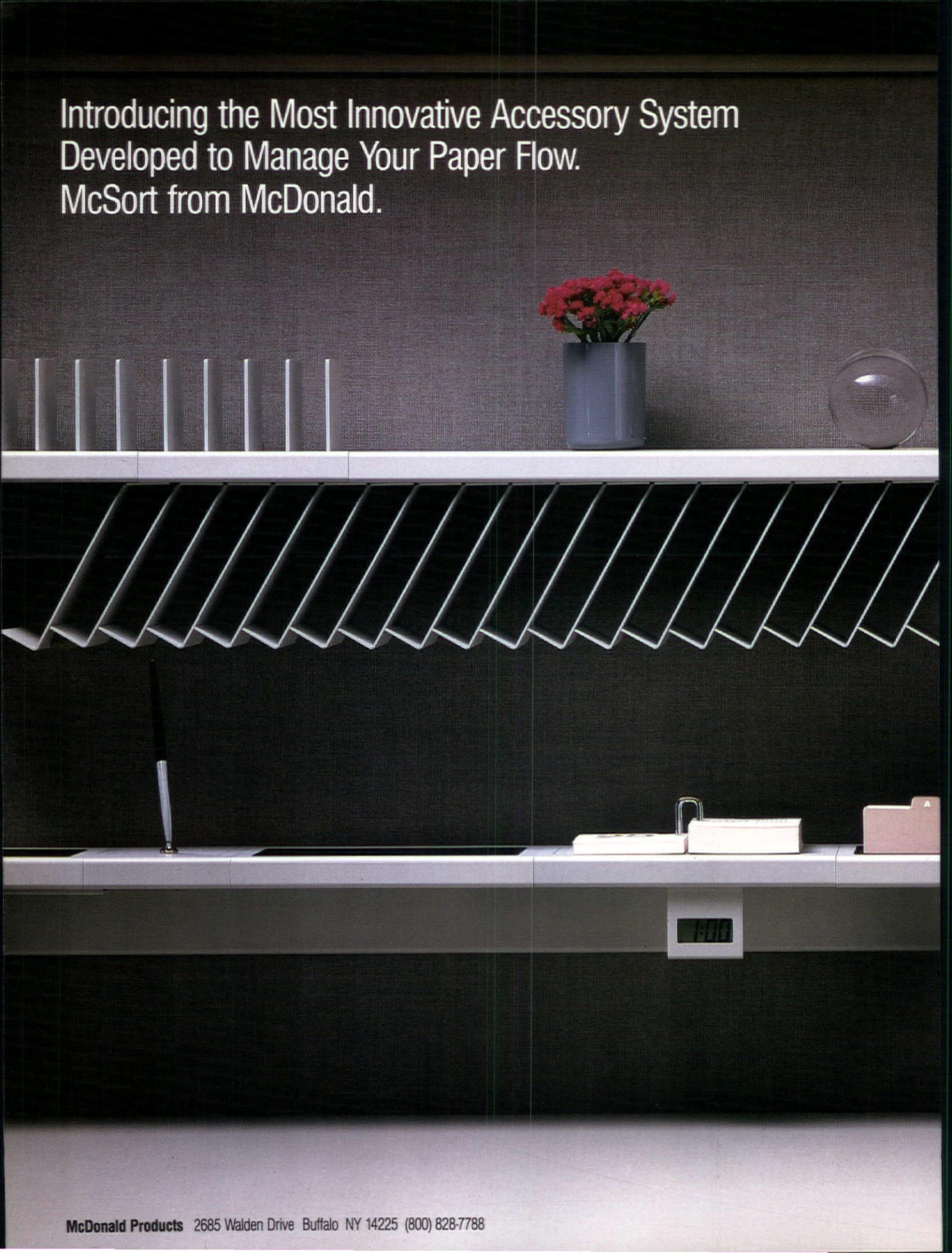
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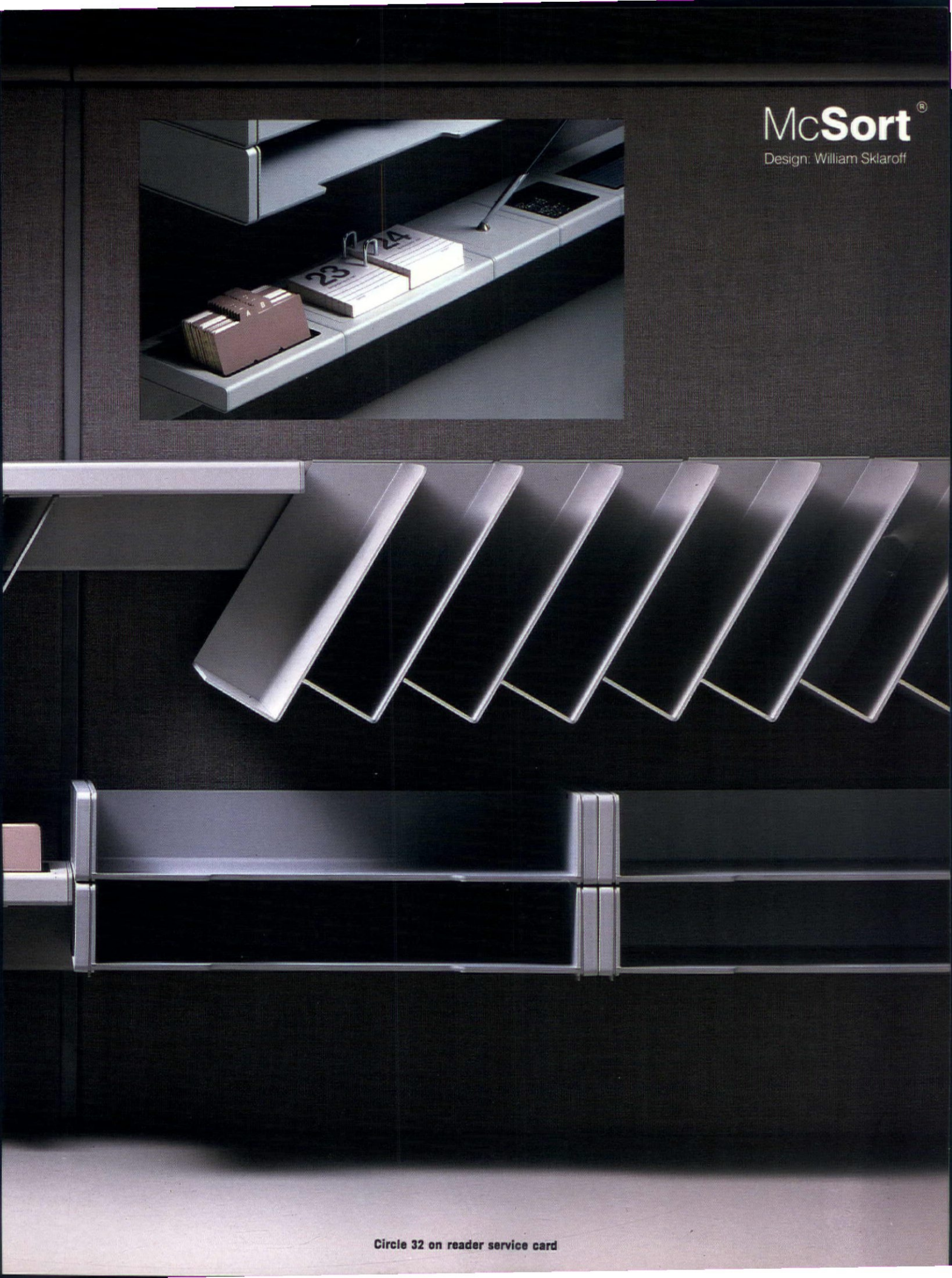
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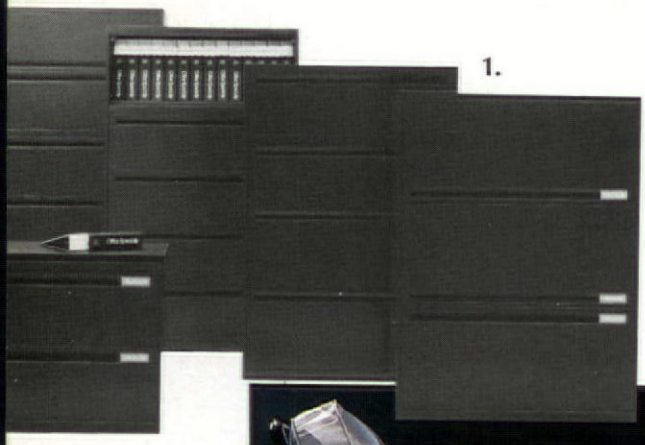

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Market offers table, textile, & filing intros

1.





2.

1. Offers 41 case heights

Office Specialty—Storage Centers Lateral Files now offer a 1½-in. case height increment, in addition to the standard 3-, 6-, 12-, and 15-in. heights. A case can be provided to house any combination of drawer interiors including 10½- and 13½-in. sizes. Centers provide control of lateral filing space with 41 actual case heights. **Circle No. 439.**

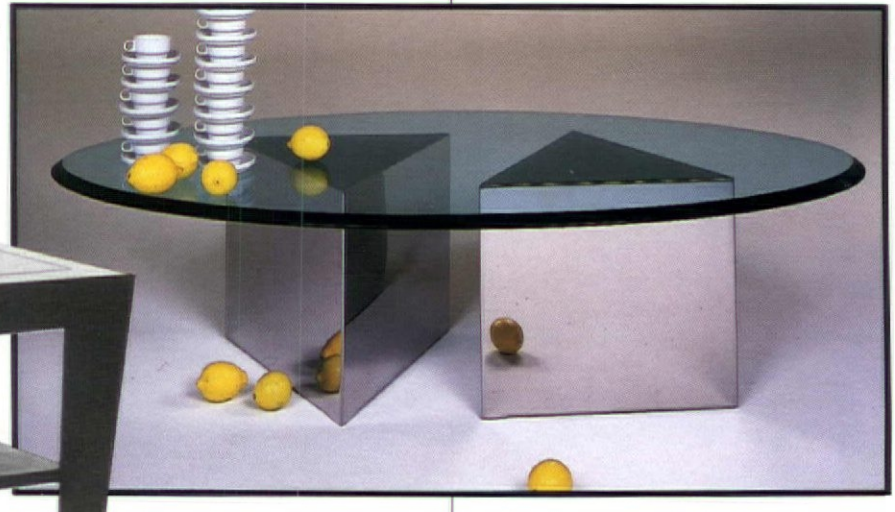
2. Pays homage to Art Deco

Brunschwig & Fils—Rayure Moderne is a broken-stripe textile pattern reproduced as a foil for furniture of the Art Deco period. Tubular steel chair, circa 1928 was designed by Donald Deskey. Offered in rayon and silk, jacquard line is an adaptation of period design.
Circle No. 437.

3. Triangle tables mix and match

AEM—The 1714 Series Cocktail Triangles are created from mirror-polished, stainless steel triangles to be used with various sizes of glass tops. They are low-maintenance tables available in custom sizes, heights, and selected finishes.
Circle No. 438.

3.

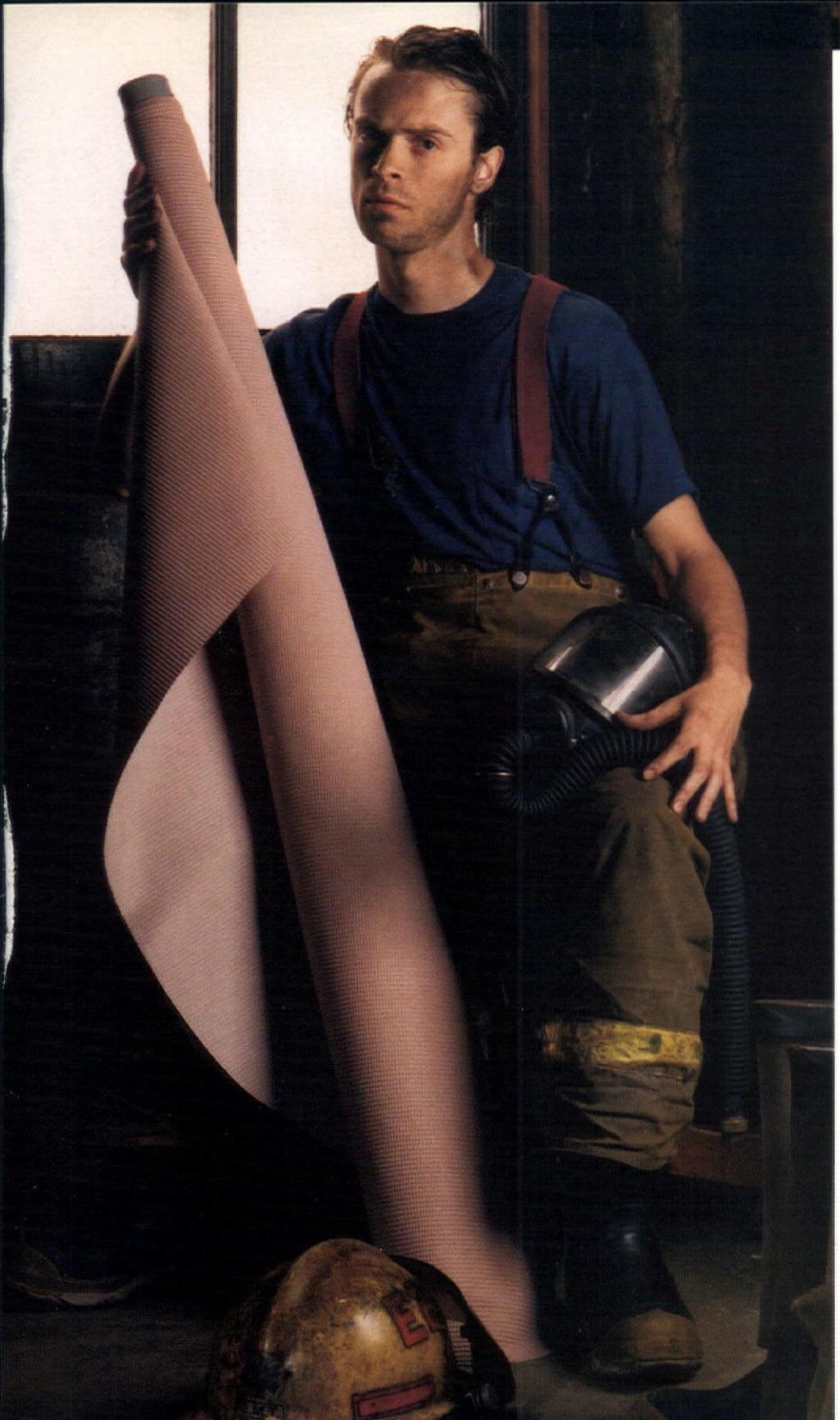




4.

4. Tables complement interiors

Donghia Furniture—Understated elegance and clean, uncluttered lines create the Paris Table collection for office styles from antique to contemporary. Birchwood insets can be custom-finished to match or contrast with overall table color. Collection includes coffee tables, end tables, and card table with tapering legs that end in delicate brass sabots and casters. **Circle No. 436.**

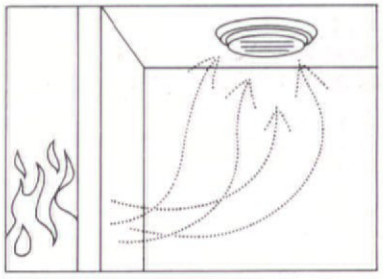


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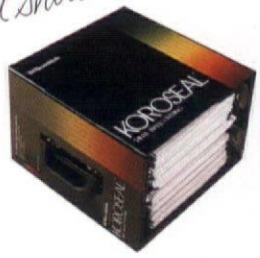
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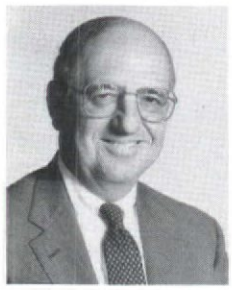
PEOPLE/NEWS



Russo

Denise Russo (shown) was named manager, advertising and sales promotion for Haworth, Inc., a major manufacturer of office furniture.

Laurin McCracken, AIA, has joined RTKL Associates, Inc. as a principal. He is vice president in charge of the firm's marketing group, and is based in Dallas.

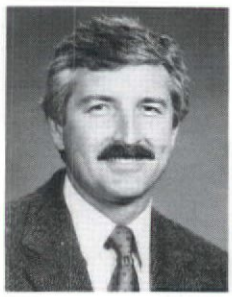


Nagel

Robert W. Ryan was named branch manager for the Baltimore office of Commerical Office Environments.

Westinghouse Furniture System's president, **Russell A. Nagel** (shown) was elected to the Michigan Manufacturers Association's Board of Directors.

Gwen Morrison joined Eva Maddox Associates, Inc., a Chicago-based interior architectural and design firm, as director of marketing. Also, **Becky Beyer Brofman** joined the firm as project manager.



Williams

P. Clark Williams (shown) is the new national sales manager for La-Z-Boy Contract, a division of La-Z-Boy Contract.

Steven A. Tobias joined the marketing staff of Lumex, an innovative leader in the health care industry, as assistant product manager of the home health care division.



Schott

Kimberley B. Schott (shown) was appointed contract sales representative in The Gunlocke Company's Boston showroom and regional office. Also, **Aimee M. Triana** was named manager of the Boston Showroom.

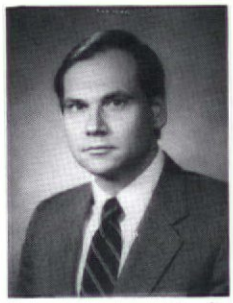


Beard

Among the internationally known design and ergonomics experts who contributed to *The Ergonomic Payoff: A Guide for Designing the Electronic Office* were **Arnold Hooton** and **Bruce Boundy** of Westinghouse Furniture Systems. This book, recently published, is a comprehensive study of the major issues in the design of the "electronic office."

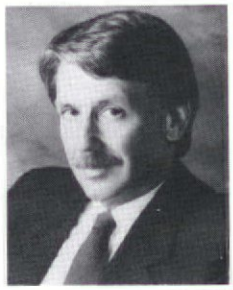
Charles A. Beard (shown) was promoted to the position of western regional sales manager for McDonald Products.

Richard E. Lundin (shown) was appointed president of Cole Business Furniture.


Lundin

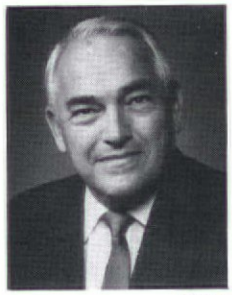
At O'Malley & Company Ltd., providing management of special corporate events for marketing and motivation, **Gita Mirchandani** was promoted to director, client services. **Marva Ritz** joined the firm as director, account management, a new position.

Thomas W. McHugh (shown) recently joined the interior design group at Curtis Cox Kennerly as senior interior designer.


McHugh

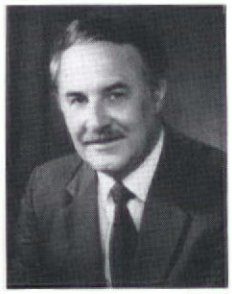
John Kitchen was named vice president of marketing and product design for the furniture components division at Hoover Group. Also at the firm, **Al Niewulies** was named eastern regional sales manager, furniture components division.

Howard C. Knott (shown) was named vice president and general manager for Plan Hold Corporation.


Knott

Villeroy & Boch, producer of ceramic tile and plumbing products, appointed **Bruce De Pasquale** to the position of national sales manager.

Skidmore, Owings & Merrill has announced that six new partners have assumed responsibilities within the firm. From the New York office, **Thomas J. Fridstein** will serve as partner in charge of project administration, and **Marilyn Jordan Taylor** was elected a partner in charge of urban design and planning. In the Chicago office, **Raymond J. Clark** was elected as a partner; **Joseph A. Gonzalez** and **Robert Turner** have assumed responsibilities as design partners; **D. Stanton Korista** serves as a structural engineering partner.


Kleid

Robert J. Kleid, AIA (shown) and **C. William Eilers, Jr., AIA** (shown) have been named executive vice presidents and shareholders of the Eggers Group, a privately held architectural firm based in New York City.


Eilers

Kroy, Inc., the leading manufacturer of lettering systems promoted **David D. Kielty** to vice president, midwest operations.

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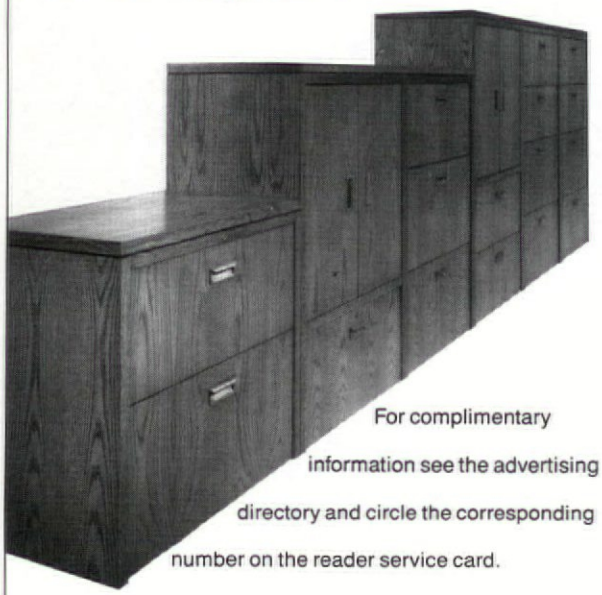
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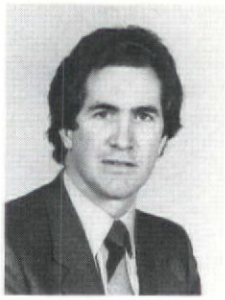
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PEOPLE/NEWS



Woertendyke

At Neville Lewis Associates, **Robert M. Woertendyke** (shown) was appointed senior vice president/managing principal of the New York office, and **Sonya Odell** was appointed senior vice president/managing principal of the Dallas office.

Diane Wood was named sales manager for the west coast region at Seabrook Wallcoverings, Inc.



Klein

Keith Keppler was appointed president of Walker Associates Inc., a national interior architecture and design firm.

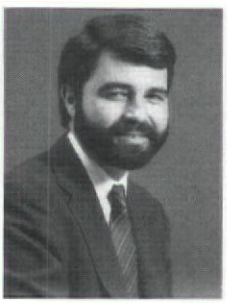
Edwina Klein (shown) joined the Los Angeles office of Welton Becket Associates to head up business development for the firm's interior design group.



Preble

John Preble (shown) recently joined Wall-Pride, Inc. as its new contract sales manager.

At Smith Metal Arts, **John Alevras** was appointed president and **Joseph C. Callachan** was named vice president of the Buffalo-based manufacturer of fine desk accessories. Also, **William Sklaroff,** William Sklaroff Design Associates, Philadelphia-based design consultants, was appointed design director for the newly merged companies, Smith Metal Arts and McDonald Products. And, **O'Brien-Jayne Associates,** Inc. was appointed the new metropolitan New York representative for Smith Metal Arts.



Hess

Charles H. Hess (shown) was appointed director of the systems division of Executive Office Concepts, Compton, Calif.



Regan

Kenneth Dreyer was appointed president of Business Interiors, Inc. in Boston, the leading distributor of office furniture in New England.

Catherine Brown joined the Lackawanna Leather Company as southeast representative. Based in Atlanta, her responsibility will be accounts in Fla., S.C., Ala., Tenn., and Miss.

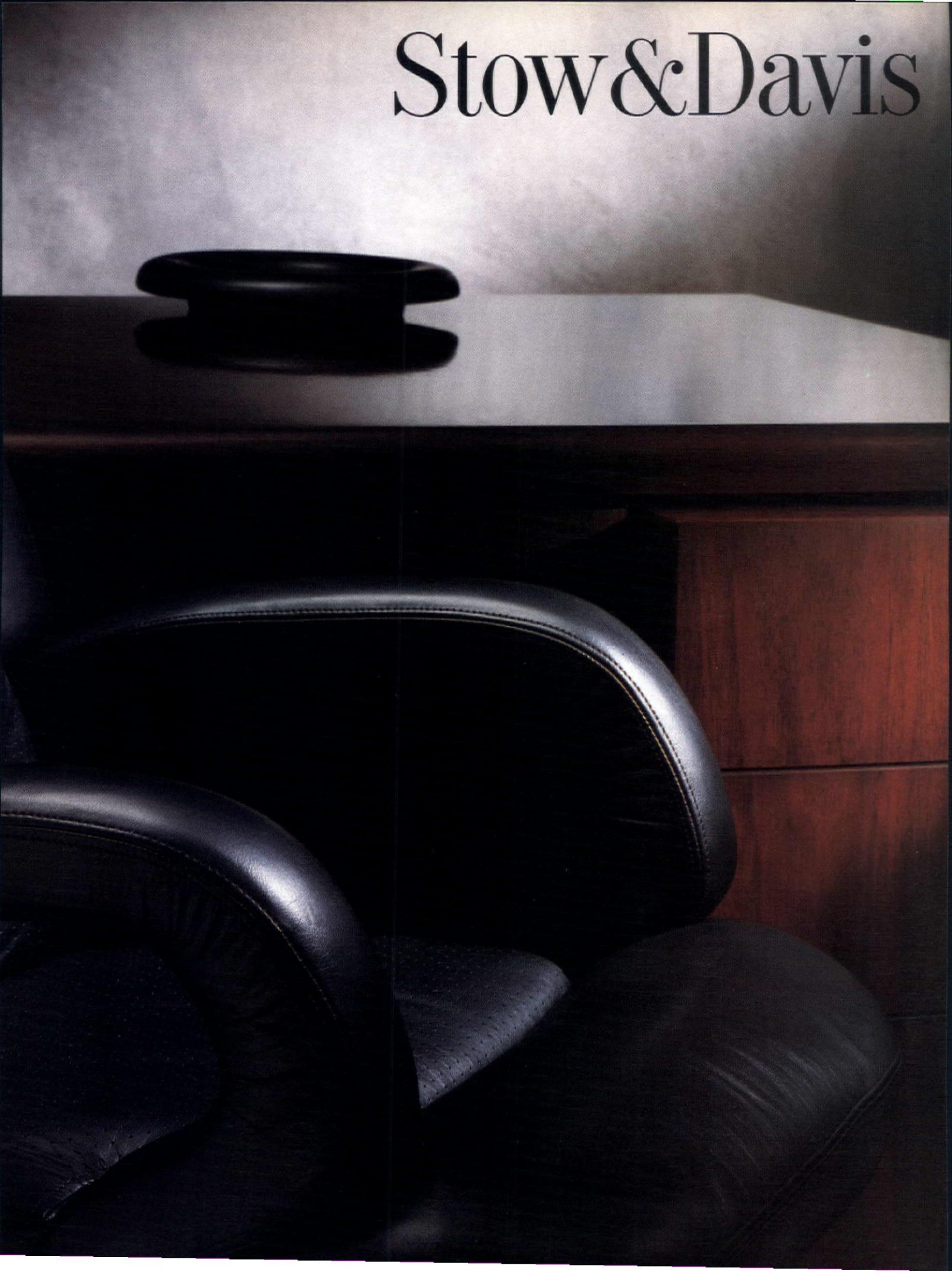
At G/O Furniture Inc., **Michael R. Regan** (shown) was appointed central division sales manager.



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COMING EVENTS

1987

February 27. Contract/DCOTA. Contract market at Design Center of the Americas, Dania, Fl.

March 3-5. RHIDEC. Restaurant/Hotel Interior Design Exposition & Conference. ExpoCenter, Chicago, Ill.

March 4. Restaurant & Hotel Design Magazine Platinum Circle Awards dinner. Palmer House, Chicago, Ill.

March 25-27. Westweek. The Pacific Design Center, Los Angeles, Calif.

March 31-April 2. The American Institute for Design and Drafting's 27th Annual Convention and Technology Exhibit. Sheraton St. Louis Hotel, St. Louis, Mo.

April 4-9. The Ceilings & Interior Systems Construction Association's (CISCA) annual convention. Sheraton Hotel, New Orleans, La.

April 8-10. European Interior Design Exhibition and International Design Market. Merchandise Mart, Chicago.

April 10-11. Presentations Northwest 87. Design Center Northwest, Seattle, Wash.

May 6-8. World Exposition of Ceramic Tile and Bathroom Furnishings. Los Angeles Convention Center.

May 11-13. Lighting World 5, The International Advanced Illumination Exposition & Conference. Jacob K. Javits Convention Center, New York, N.Y.

May 13-15. Design ADAC 87, the annual design event for the Southeastern design trade. Atlanta Decorative Arts Center, Atlanta, Ga.

May 16-20. National Restaurant Association Show. Chicago, Ill.

June 9-12. NEOCON 19. The Merchandise Mart, Chicago.

June 14-22. AIA National Convention. Orlando, Fl.

June 16-19. Woodworking, Machinery & Furniture Supply Fair. Anaheim Convention Center, Anaheim, Ca.

June 23-26. A/E/C Systems '87, the Eighth International Computer and Management Show for the Design and Construction Industry. Washington Convention Center, Washington, D.C. in conjunction with IFMA regional conference, Facilities '87

July 20-21. San Francisco Design Conference. Contract Center, Showplace Square, San Francisco, Calif.

August 2-6. IES Annual Conference, Marriott Camelback Inn. Scottsdale, Ariz.

September 1-3. Workspace, Fifth Annual Exhibition & Conference for the Office Environment. Moscone Center, San Francisco, Calif.

September 20-22. Pan Pacific Lighting Exposition. Concourse at Showplace Square, San Francisco, Calif.

Oct. 20-24. NOPA. McCormick Place, Chicago, Ill.

Foreign

March 8-15. 9th Furnidec, International Exhibition of Furniture, Decoration, Lighting Fixtures, Equipment and Machinery. Athens, Greece.

April 2-8. British Intl. Antiques Fair, National Exhibition Centre. Birmingham, England.

May 6-10. Scandanavian Furniture Fair, Bella Center, Copenhagen, Denmark.

May 10-14. Interior Design International (IDI), the largest UK Contract Exhibition for all commercial interiors. Olympia, London.

May 22-26. INTERZUM, the International Trade Fair for Furniture Production, Interior Design and Soft Furnishings—Upholstery Machinery. Cologne, Germany.

May 29-June 2. Environmental Design Research Association Conference. Ottawa, Ontario, Canada.

July 22-25. ASID National Conference and International Exposition of Designer Sources. Metro Toronto Convention Centre, Toronto, Ontario, Canada.

September 1987. The Contract Lighting & Ceilings Exhibition. The Business Design Centre, London.



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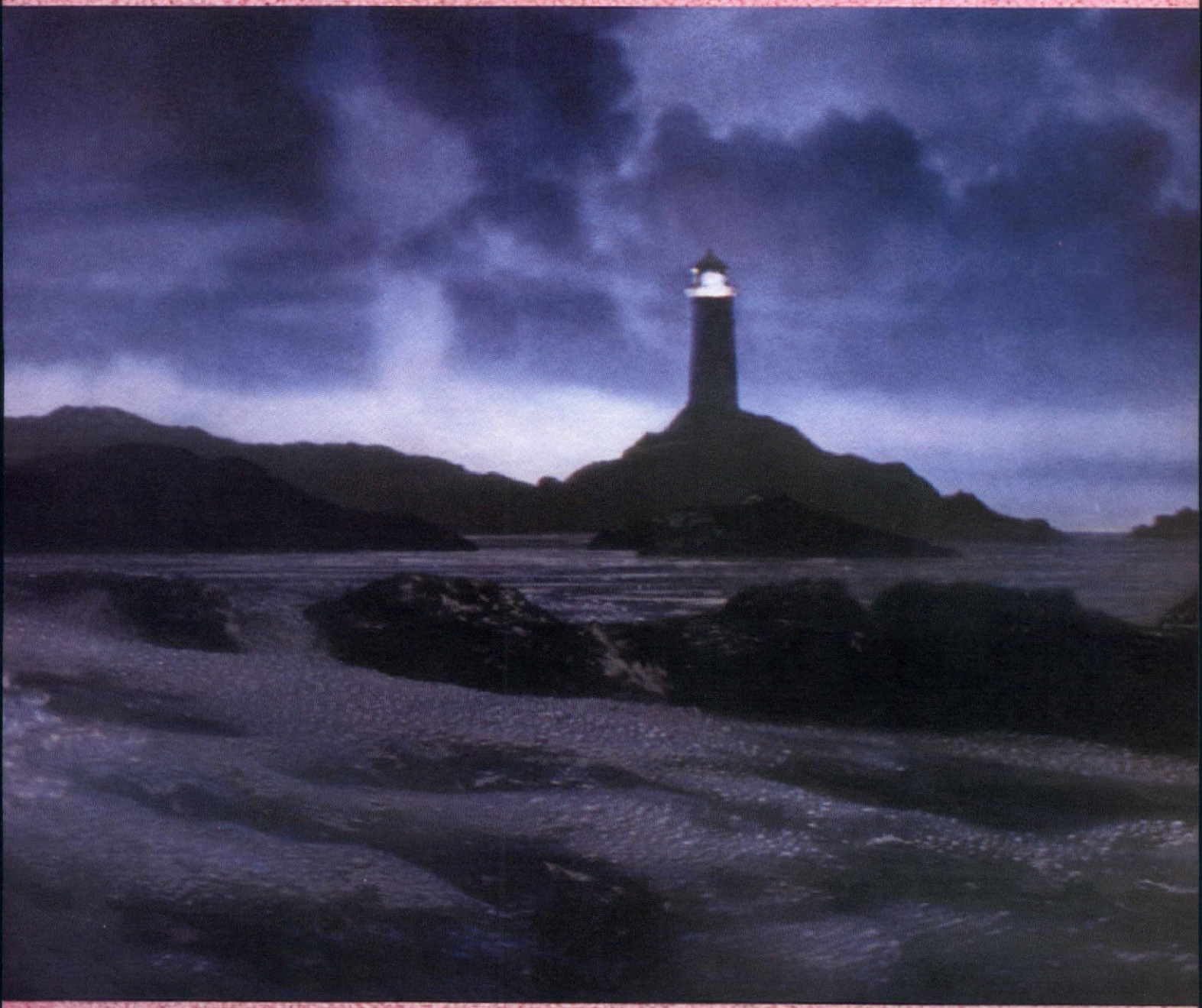
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Contract February 1987



Photos by Balthazar Korab

By **EILEEN McMORROW**
Assistant Editor

AT INTERSPACE, DESIGNS REFLECT CORPORATE EXPERIENCE

Healthcare facilities nationwide are reflecting the needs of the community-at-large as well as the high professional standards of medical staff who work in them. Interspace Inc., Philadelphia, Penn., is an interior architectural firm that believes in projecting the image of healthcare facilities through designs which address wellness and community involvement, all the while using solutions that fit a variety of budgets.

Through experience gleaned from completed projects like the Cleveland Clinic, Cleveland, Ohio; North Broward Medical Center, Pompano Beach, Fla.; and Holmes Regional Medical Center, Melbourne, Fla.; (shown on these pages), Interspace's Interior Design Group can better implement designs for its healthcare commissions. Among those projects are the replacement hospital for the University of Virginia (620,000 sq. ft.), Charlottesville, Va., and the H.B. Burns Ambulatory Care Center at George Washington University (160,000 sq. ft.), Washington, D.C. Both projects are being designed by the firm's Washington, D.C. office. *(Continued)*

An atrium waiting and reception area (above) in the New Addition of the Cleveland Clinic Foundation, Cleveland, Ohio, represents modern healthcare designs being created by Interspace Inc., a Philadelphia interior architecture firm. Circular wood reception desk (left) blends with wood finishes of elevator banks and hallway door frames.

EXECUTIVE BUYER EDITION
BONUS CIRCULATION:
5,000 HEALTHCARE
ADMINISTRATORS

Interspace Inc. Project: Cleveland Clinic Foundation, Cleveland, Ohio.
Sq. Ft.: Approximately one million
Project design team: Interspace Inc., Interior Design Group.
Completion: September, 1985 and May 1986.
Project notes: Cleveland Clinic Foundation is a not-for-profit health center dedicated to providing specialized medical care enhanced by education, research, and technology that responds to public need and demand. Interspace Inc.'s design group and Procurement Management Group were contracted to provide various services for the Hospital Addition and New Clinic Building, a 670,000-sq.-ft. facility which consists of ambulatory care functions and facility support, along with clinical departments, records and documentation. A pedestrian walkway connects two buildings on the second level. The entrance to the clinic is a large, two-story high public reception area, glass-sheathed in front. Earthy tones are featured inside with plantings, lounge seating, and information station. The Hospital Addition, a 13-story, 360,000-sq.-ft. addition to the existing hospital, allowed Interspace and the project architect to provide full service interior design including VIP suites. The latter offer security, a natural environment, and a hotel-like atmosphere with rooms and adjoining suites. Design details include closed office concept for physicians with systems furniture and carpet tiles used throughout the facility. Interspace specified and installed all furnishings, carpet, drapery, and Group 2 equipment.
Comment: *"The Cleveland Clinic is interested in maintaining the materials and finishes used for the initial design. As small pockets of space are being filled with workstations, the original colors and finishes are carefully adhered to. The Clinic used systems furniture, while the hospital has a total turnkey design, where we acted as a single source to provide all interior needs."* —Diane Biehl, project manager, Interspace Inc., Philadelphia office.

Sources: Workstations—Haworth, Reff. **Tables**—CHF. **Seating**—Comforto, Kimball, Gunlocke, Lakeland, Artec, Vecta. **Filing**—Croydon. **Carpeting**—Kilgore. **Drapery**—Drapery Design Center. **Accessories**—Rubbermaid, Smokador, Peter Pepper, Glassform.
Architects—Cesar Pelli & Assoc. **Contractors**—Gilbane Building.



Cleveland Clinic Foundation exterior (right) has a span connecting the new addition with an older facility used for healthcare administration. VIP Double Suite in new addition (opp. page) offers all the comforts of home for both patient and family members.

Photos by Jonathan Hillyer

INTERSPACE: PROFILE OF WELLNESS DESIGNS

Offering complete project management for facility

Each facility benefits from the overall Interspace experience which includes a diversified range of projects for banks, law firms, and corporate offices. With 30 percent of the firm's work in healthcare, Interspace's designers find that their impact on healthcare facility design and furnishings specification is growing.

To achieve a more integrated approach to designing the medical environment, the firm joins the project team of administrators, hospital planners, and architects, early in the planning phase. Says H. Davis Mayfield III, AIA, executive vice president, Interspace, "Hospital administrators and boards of directors realize that good design is as important for healthcare institutions as it is for the commercial office sector." If the healthcare facility director sets the tone early-on with the architect and interior designer, then the quality of the space can be influenced from the beginning, the designers agree.

A broad base of ancillary services secures a solid foundation for any of the firm's healthcare commissions. When administrators seek single-source responsibility for design services, along with the procurement and installation of furniture, furnishings, and equipment (FF&E), Interspace will use the services of one of its three separate businesses, the PHH Procurement Management Group (PMG), headquartered in Philadelphia. This group offers services in inventory/asset management, project management, procurement/installation management, and leasing. Under this arrangement, PMG acts as the facility's procurement agent, collaborating with the architect, designers, and purchasing department to manage the procurement and installation of all FF&E.

Savings passed on to client

When a project approaches the purchasing phase, a client often will supplement its own in-house department with services from PMG, or completely turn over purchasing responsibility to PMG, which has access to all manufacturer lines, passing all discounted cost savings on to the client.

At the Cleveland Clinic Foundation, project delivery was completed in this fashion, with PMG responsible for all purchasing and installation. "We had to make them aware of commercial furniture selections suitable for the Clinic. Working



within the budget, we were able to select systems furniture by Haworth that is often used in corporate interiors, and it worked very well," says Diane Biehl, Interspace's project manager at the Clinic who lived on-site at the Clinic Inn for 18 months.

The firm's expertise in the commercial furnishing's market allowed it to assist the Clinic purchasing staff, which would not necessarily have known about such products to make appropriate selections. "We take full responsibility for the knowledge of furniture and finishes which hospital procurement staffs cannot be expected to have," says Biehl.

Furniture was one aspect of the Clinic's installation; PMG also undertook Group 2 installations, including hospital equipment found in examination rooms. This project was the firm's latest intensive healthcare design that fully utilized project management installation, giving Interspace total control. "A single source can execute such a project more efficiently than separate companies handling each item to be installed," explains Ted Goldberg, AIA, Interspace Design Group associate, Washington Division.

"Since the Cleveland project was a combination of a typical-style hospital and a more commercial environment, we had the opportunity to exert our purchasing power on the Clinic's behalf. Our service allows a client to buy more new product rather than refurbish existing product," adds Robert J. LeFort, chairman emeritus, Interspace, and president of PHH Procurement Management Group. Thus, a seven million dollar clinic and hospital was able to maximize its capital resources. PMG currently procures $50 million in contract furnishings and expects to reach the one-half-billion-dollar point by 1990.

Besides PMG, Interspace has two other business segments: the Facility Decision Group (FDG) and Interspace Design Group (IDG) located in Philadelphia, Washington, and Tampa. FDG does strategic planning,pre-design analysis, space audit, and organization structure studies. Following such an analysis, the Design Group will re-plan the organization and redesign interior space. A team of expertise is thereby established from the firm's three groups as needed.

Additional services were brought into the Interspace stable when the firm merged last year with PHH Group Inc., a corporate services organization in Maryland. PHH provides corporate

Interspace Inc. Project: North Broward Medical Center, Pompano Beach, Fla.
Sq. Ft.: New Wing Addition: 175,000; Community Auditorium: 7,000.
Project design team: Interspace Inc., Interior Design Group.
Completion: June 1986.
Project notes: To meet the needs of its expanding patient population, North Broward Medical Center's Disctrict Board voted for a $32 million, three-phase expansion, plus renovation of the existing facility built in 1961. The New Wing Addition, a 175,000-sq.-ft. three-story structure, has a central core elevation tower which connects to the existing hospital floor. The main entrance and atrium lobby of the new wing provide a major focal point for the entire hospital. The public entrance features a covered drive-thru and serves as a pathway to a self-contained, 250-seat auditorium of 7,000-sq.-ft. equipped with teleconferencing capabilities and satellite dish with access to healthcare programs. A boardroom overlooks the main lobby, features a custom table, mahogany wood paneling, and incandescent lighting. Antimicrobial treated, high-density carpet tile was installed throughout patient rooms, while a timeless color scheme was selected for hospital furnishings. Soft pastels and contemporary wall hangings complement the natural woods. Natural light is abundant in patient rooms, office areas and lobby. Directional and informational signage is fully integrated into the graphics program. Nurses station design provides two-sided access for patient corridors and provides a separate work area with counter space. All in-patient semi-private rooms are equidistant from beds, eliminating traffic flow from one side of the bed to the other. Beds are staggered by several feet to give each patient a separate window and view and to create another level of privacy.
Comment: *"We were the first interior design firm ever hired by Broward County's governing body. We decided to offer an upbeat, contemporary environment that would communicate wellness to the patient mix—retired, healthy, older persons; and young 30- and 40-year-olds. Part of the marketing strategy would be to make the hospital available for community activities."*—Robert J. LeFort, chairman emeritus, Interspace, and president of PHH Procurement Management Group.
Sources: Seating—American Seating, Steelcase. **Office and systems furniture**—Gunlocke, Howe, Thonet, Steelcase, Hardwood Visual. **Signage**—Andco Industries. **Carpet**—Interface. **Window treatments**—Design Tex, Carnegie.
Architects—Owen-Powell-van Harren Associated Architects.
Contractors—Barton-Malow Southern Inc.



The North Broward Medical Center in Pompano Beach, Fla. has two lower wings which comprise the new addition designed by Interspace. The interior of a freestanding multi-use community auditorium is shown (opp. page, left). Two-story lobby houses an admissions desk, waiting area, coffee, and gift shop (opp. page, far right).

INTERSPACE: PROFILE OF WELLNESS DESIGNS

Becoming a design firm for the 1990s

location consulting, employee relocation, and vehicle and aviation services to major corporations in the U.S., Canada, and United Kingdom. This organization will add services to the Interspace package with automation and office productivity consultation, along with financing and leasing programs.

Many projects won by the firm are the result of its aggressive and carefully planned marketing strategy. Senior executives and a seven-member marketing staff believe that much of the marketing is done, in effect, by representative projects themselves. All designers are aware of marketing's importance to the firm and are inherently involved. Project managers discuss past and present projects with administrators and facility managers, thereby generating interest.

In the case of healthcare facilities, the grapevine is often the best method to obtain new clients. "Administrators from one facility will tour a completed project, and the healthcare administrator who is happy with his new environment, is our best ally," says Nancy Cameron-Egan, vice-president, marketing.

Project managers Biehl, LeFort, and Goldberg frequently express their excitement and enthusiasm for projects with an energy level that clearly reflects pride in a firm actively designing for the 1990s.

Healthcare facilities are competing for bed occupancy these days and administrators are seeking to improve and expand facilities with an eye and ear turned toward community needs and general demographics. "When we interview potential clients we see more design consciousness than there used to be," says Mayfield, explaining the changing perception that dollars invested in the environment are well-spent and need not detract from healthcare services.

Designing on a budget

"The flexibility of a design should hold up, regardless of whether a less desirable material is selected over a superior one. As with paint vs. marble, or tile vs. carpet," says Goldberg.

"We manage a certain percentage of our work on an unrealistic construction budget; some organizations are still thinking in terms of interior design too late," explains Robert LeFort. On the other hand, some boards of directors do consider separate realistic interior design budgets as well as the general con-





Photos by Patricia Fisher

struction costs from the outset of the job.

Interspace has been in the forefront of the healthcare design frontier since it began executing healthcare projects in the 1950s. "Today there is a consciousness directed at building a healthcare facility versus a hospital for illness. This is part of a national trend toward preventative services. It is very important for us to continue combining our healthcare designs along with corporate design services as it will help Interspace become the firm for the 1990s," says Mayfield.

"In 18-24 months, the package of services offered for healthcare will be delivered differently," says Mayfield. "We are modifying our firm accordingly to be positioned as the firm for the '90s. There's a vacuum in the design industry crying to be filled, and Interspace will strive to provide the missing elements."

In the case of the University of Virginia replacement hospital, Interspace was brought in as interior design consultant and wound up providing greater design input with the architectural design team. "The design was conceived to influence how staff, patients, and visitors would appreciate the services," says Goldberg, currently working on that project. "Signage became an integral part of the facility, but the architecture and natural lighting actually guide people through," he adds.

Diverse background improves designs

Jack LeFort, Jr., president and chief operating officer, makes the point that interior architecture requires diversification. "With Interspace, a client gets a service firm, not just a design firm. Clients do not have to hire separate staff, or purchasing agents, to complete and improve a project," says LeFort.

"We approach healthcare projects with the same criteria for any project," says Robert J. LeFort. "Look at it this way, hospital designers started out in the early '50s as cosmeticians using a hospital supply catalog, and it's come this far with total responsibility for shaping the interior look," he adds.

Upscale healthcare facilities are clearly designed with the community and its constituents in mind. As a result, healthcare administrators are listening to designers who suggest warm woods, mahogany furniture, quarry tile, and carpet insets because those items relate to affluent patients. *(Continued)*

Interspace Inc. Project: Holmes Regional Medical Center, Melbourne, Fla.
Sq. Ft.: 212,000
Project design team: Interspace Design Group, Interspace Inc.
Completion: July 1985.
Project notes: A private, not-for-profit, acute care hospital with a 528-bed capacity, the Holmes Regional Medical Center provides comprehensive community healthcare services. A five-year phased expansion/modernization program included the New Tower Addition, a six-story, rectangular-shaped tower addition to the hospital housing patient care facilities. The top three floors of the tower angle into two triangle shapes resembling a butterfly. The existing facility was modernized, and a new lobby and registration area contain a custom exhibit space showcasing major benefactors. A staff dining facility seats 206 people in a greenhouse environment. Skylights, large windows, colorful banners and plantings warm the area. A master plan was developed for color materials and design concepts to assure a unified design approach throughout. Every finish element was reviewed for maintenance and durability criteria. A successful graphics and signage program provides clear, easy-to-read directional signage throughout the hospital. Waiting areas are available on each floor for family and visitors, and the third floor has an outdoor patio seating area.
Comment: *"Melbourne is a growing, fresh area with a diverse constituency. It is a major hospital and the prominence and magnitude of the tower edifice relay this. As a result, the design theme is quite modern and neutral, yet an impact is made with primary colors. Signage is an integral part of the overall design."* —Robert J. LeFort, chairman emeritus, Interspace, and president of PHH Procurement Management Group.

Sources: Seating—Shaw Walker, Steelcase, Thonet. **Office and reception furniture**—GF Furniture Systems, Howe, Mueller. **Filing**—Lundia. **Carpet**—Collins and Aikman. **Wallcovering**—Genon. **Accessories**—Peter Pepper Products.

Architects—Stevens-Anglin-Buynak Associates, Inc., Architects-Planners.
Contractors—Melon Stuart Co.

Main entrance of Holmes Regional Medical Center, Melbourne, Fla., features spacious waiting area along with information desk and admissions. Art exhibits are a major part of the facility's decor. Vertical of corridor leading to patient rooms (opp. page), offers view of signage program.



Photos by Patricia Fisher

INTERSPACE: PROFILE OF WELLNESS DESIGNS

Recognizing public use of interiors

"Hospitals are not mysterious. They are spaces to be created, aside from the bed. Furniture does not have to come from a hospital supply catalog or firm. Many furniture manufacturers have items which are applicable to a healthcare environment," explains Robert LeFort, reflecting on an assignment given to him in the 1950s by Hospital Corporation of America (HCA).

Serving as one of HCA's first design consultants, he created a hospital design, and waited for his next assignment from HCA. But, it never came. In those days, HCA found it suitable to just repeat the same project in many cities without altering the design.

"Healthcare design is much the same as a corporate project. Administrators talk about making a statement, and viability and profitability are key words," says Robert LeFort. "The design must be good and lasting. For example, Florida hospitals used to have 'Florida' design, but now they are designed for a mixture of people because so many Northerners have moved down, and environments are changing," he emphasizes. In general, designers are no longer influenced by local tastes and traditions.

While Interspace is primarily concerned with establishing a positive healthcare image for its client hospitals and clinics, it must also communicate internally and share messages among staff members. As with any growing firm, with a diversity of interior architecture projects, this can become increasingly difficult when principals are located in three different offices. As a result, a computerized network connects Philadelphia, Washington, and Tampa offices for basic communication needs and also records project lead data and project developments.

Interspace designers concur that the healthcare market is equally interested in building new facilities as it is in facility revival, replacement, or expansion. Regardless of the type of facility, Interspace will be actively pursuing the healthcare market, while re-evaluating current assignments to determine if the best systems and design ideas are actually going into place for the current client, owner, or end-user.

"The interior architect is now a respected member of the design team from the beginning. We're not brought in just to decorate. Interior architecture has come of age and earned its place on the healthcare design team," concludes Mayfield. □





Group photo shows members of Interspace Inc., Philadelphia, who participated in featured projects. Left to right, Robert J. LeFort, Jr., (seated), president and chief operating officer; H. Davis Mayfield III, AIA, executive vice president; Robert J. LeFort, Sr., president, PHH Procurement Management Group; Ted Goldberg, associate/project manager; and Diane Biehl (seated), project manager. At right is William J. Krebs, Interspace senior vice president, who could not be present.

Interspace Milestones

Founded: 1969 as Interspace; previously known as LaForte Design, founded by Robert J. LaForte in 1952, Philadelphia, Penn.

Branches: Washington, D.C., opened 1973; Tampa, Fla., opened 1978.

Services: Interspace Design Group, Facilities Decision Group, Procurement Management Services, in addition to interior architecture and strategic facilities planning.

Commercial projects: Healthcare facilities, banking, investment, and utility companies, and government offices.

Staff: 115 employees; 60 in Philadelphia including Facilities Decision Group; 30 in Washington, 10 in Tampa, 15 in Procurement Management Group.

Awards: IDRC/Conway Data, Inc. 1986 Award for Distinguished Service in Environmental Planning for TRW Inc.'s world headquarters; New England Regional Council of the AIA Award for Excellence in Architecture for CIGNA Corp.'s South Building presented to The Architects Collaborative; Cleveland Engineering Society's 1985 Award of Excellence for TRW Inc.'s world headquarters are some of the recent awards.



PLANNING FOR THE YEAR 2000

New building signals physical renaissance for 80-year-old Methodist Hospital



Architectural details inspired by the building's exterior (above) are featured in the "Main Street" corridor of the hospital (top). All six color schemes are incorporated into the first floor (opp. page).

Its modern architecture denotes strength, stability, solidity. Its interior design stresses comfort and convenience for patients, visitors, and staff. This winning combination is behind the success story of Methodist Hospital's new building at 1701 North Senate Boulevard in downtown Indianapolis, Ind. Designed by architects Smith, Hinchman & Grylls (SH&G), Detroit, and interior designers The Rowland Associates, Indianapolis, the project is the first step in the physical renaissance of one of the Midwest's leading medical institutions.

Completed in March, 1986, the West Building (as it is known) is a result of 10 years of planning by hospital administrative directors, medical staff members, and the architecture/design team. Their objective was to design a facility that fit Methodist's reputation for medical excellence and get rid of the image of an aging inner-city hospital which its older buildings projected. The new 600,000-sq.-ft., seven-story facility has 520 beds and houses all diagnostic and treatment departments, including surgery, intensive care, a new Emergency Medicine and Trauma Center, a Regional Center for Mothers and Babies, and an Oncology-Hospice unit.

Out-of-date for modern medicine

SH&G was initially retained to assist hospital planners in evaluating the existing 1,100-bed facility, to prepare a Phase III Site and Facility Development Master Plan, and to provide architectural and engineering design services. Sporadic growth in the early days of the 80-year-old hospital had left a series of awkwardly-linked buildings enclosed by a rigid system of major streets. Some of the structures were over 70 years old, uneconomical to manage, and clearly out-of-date for the practice of modern medicine. It was SH&G's challenge to come up with





METHODIST HOSPITAL

Color selection based on patients' health & welfare

a cohesive plan to link the new with the old.

SH&G recommended that the street bordering the west side of the hospital complex be moved to accommodate the new building, providing a strong front entrance that would connect the entire campus. All forms, materials, and colors used on the new building are sympathetic to existing architecture of the older buildings. Spacious lobbies, waiting rooms, and dayrooms with views of landscaped yards and sculpture courts were planned by SH&G to offer patients comforts similar to a first-class hotel.

Originally contracted to also complete the interior design work for the project, SH&G was replaced in this phase by local Indianapolis-based Rowland Associates. "The hospital felt it was important to have a firm which knew the community," says Sallie Rowland, president and project director, The Rowland Associates. The firm was hired to finish the interiors and specify all of the fabrics, finishes, and furniture. "All of the interior architecture and lighting was done by Smith, Hinchman & Grylls, but we worked very carefully together to coordinate colors and finishes," comments Rowland.

A major part of The Rowland Associates' involvement entailed color selection and refinement of interior finishes and furnishings. "The hospital wanted to take advantage of all of the technological and psychological data available on color response so that the color selection would contribute to the health and welfare of both patients and staff," explains Rowland.

To meet this challenge, the firm hired an internationally known color consultant to counsel its designers on the psychological impact of color in hospital and healthcare environments. A three-day session with this consultant provided the framework for a very deliberate selection of colors that would evoke positive reactions from both patients and staff for years to come (see Color Line, p. 41, this issue for more details on Rowland's color selection).

Methodist's wide, expansive lobby corridor was designed to be a "Main Street" running through the first floor. "The materials and storefronts in corridors provide a street effect, giving an urban feeling," says Dave Haraminac, designer/architect, Smith, Hinchman & Grylls. Architectural elements such as stepped windows, capped columns, and block walls are inspired by building design. A marble floor leads visitors through the reception area and down the corridor. Dramatic up- and down-lighted walls in both areas emphasize colors and create a soft, warm atmosphere.

First floor shows off full spectrum

All six color schemes selected by The Rowland Associates are incorporated into the first floor of the hospital. Rose and pink warm the lobby; peach and blue wash the cafeteria; green is featured in the gift shop; yellow and plum are used in the seminar area; and blue sets the mood for the chapel. Colorful columns line the corridor leading to these areas. The rest of the hospital utilizes the same color teams on patient floors and in surgery areas and laboratores, to give a sense of consistency of care and order to each department.

A special architectural feature of the hospital is its curved facade, which translates into an undulating interior front corridor on all floors. "You can't see all the way down to the end,"



says Rowland. "It really breaks up the monotony of a straight corridor." She also points out that SH&G used full-spectrum light fixtures to give positive color rendition throughout the facility. "We worked with them in their lighting lab to match colors under proper light," she says, adding that all of the lighting was designed to "wash" corridor walls so that patients weren't looking up into fluorescent fixtures while being wheeled down the hallway.

Other unique areas in the hospital include the Oncology-Hospice unit, located on the top floor of the new building. Designed for terminally ill patients, the Hospice resembles an "apartment," with a series of suites connected to a communal living room, dining area, and solarium. A fireplace, over-stuffed sofas, baby grand piano, and console television make patients feel right at home in the living room.

Bedrooms are furnished with rich carpeting and fabrics, while the solarium features comfortable casual furniture, plants, and full-height windows. The top floor also houses the Krannert Wing, a "luxury" section for patients who want more than just an ordinary hospital room. Full suites with nicer accommodations are available to patients who also have access to a solarium similar to the one in the Hospice unit.

Besides pleasing the client, the project also won two awards: a Detroit Chapter AIA award for architecture, and an Indiana Chapter ASID award for interior design. Rowland reports that the firm has also been contracted to do interior design work in some of the other buildings on the hospital campus, using the same color theory to provide continuity between old and new. She expects to complete the job next year.—*S.M.*

Living room of the Hospice-Oncology unit (opp. page) has such creature comforts as a baby grand piano and working fireplace. Solariums (above) add a casual touch to the hospital's Hospice unit and luxury wing. Patient room (below) has comfortable guest chairs.



Photo by Balthazar Korab Ltd.

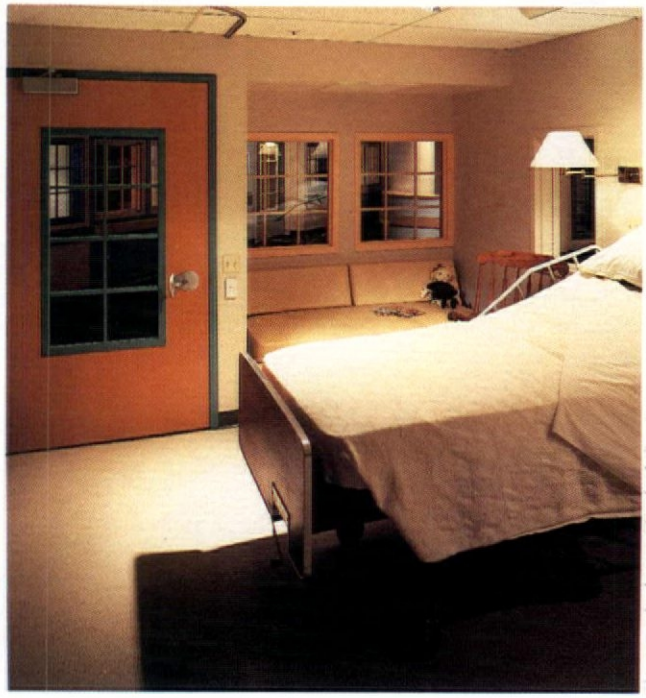
SOURCES (for areas shown only)

Seating—Add Interior Systems, Artec, Century, Ficks Reed, Sander, Steelcase, Stendig. **Floorcovering**—Bigelow, Carpet of London, Karastan, Cabin Craft, Blakley's Designer Floors, Kentile. **Wallcovering**—Guard, Blakley's. **Tables**—Ficks Reed, Johnson Industries, Mueller. **Custom cabinetry & altar**—Methodist Hospital staff. **Laminate**—Formica. **Beds, sidetables, overbed**—Hill-Rom. **Bed spread**—Maharam.

Interior Design—The Rowland Associates,Inc.: Sallie W. Rowland, ASID, principal-in-charge; Manfred Hiatt, project coordinator; Kris Kleinknight, Sara Marr, Janet Zimmerman, designers. **Architecture**—Smith, Hinchman & Grylls: Ted Sutherland, project architect. **Construction manager**—Geupel DeMars. **Mechanical contractor**—BMW Constructors. **Electrical Contractor**—Long Electric Company. **General Construction/interior**—Glenroy Construction Company. **Floorcovering installation**—Blakley Designer Floors. **Painting & drywall**—Kite.



Third-floor pediatric unit of the Mercy Memorial Medical Center employs home-like facades on patient rooms. Individual rooms are equipped with incandescent lighting and personal mailboxes for a residential feeling, plus window seats that transform into beds (below).



Photography by M. Elizabeth Ernst

CONSOLIDATION IMPROVES HEALTHCARE DELIVERY

Michigan hospitals merge acute care roles in 10-year plan to streamline operations

In the first-phase consolidation of acute care functions for Mercy Hospital, Benton Harbor, and Memorial Hospital, St. Joseph, Mich., a new 136,000-sq.-ft. addition to Memorial has been built. Created on four levels with future expansion needs in mind, the facility will be able to serve the demands of a growing area population.

Designed by Hansen Lind Meyer's Chicago office, the new building represents a step toward improved healthcare services for both communities, which, through the merger, have realized a facilities upgrade and needed code corrections. The new Mercy Memorial Medical Center's front facade, pierced by a circular drive-through and entrance, is now prominently oriented off the axis of the main highway as it crosses the St. Joseph River. Other planning solutions which include triangular patient pods; three-level circulation spine that separates service, public and patient/staff traffic; as well as separate organization of all diagnostic and treatment areas opposite pods, permit operations flexibility and ease of patient care.

Shown on these pages is the 35-bed pediatric unit, located on the third floor. Here, patient rooms are arranged along a child-size street of brightly colored homelike facades and a back-



ground that simulates grass, sidewalk, and sky. Other homespun effects include street-lamp-style lighting, mailboxes for each patient room, and residential windows providing the necessary visibility for staff to monitor each young patient.

The pediatric unit employs a full range of colors which are used elsewhere in the building. Natural materials of oak and soft incandescent lighting reinforce a home environment feeling. In each patient room, window seats transform into beds for parents; shelves become desks for children. As an additional bonus, a roof-top deck for the pediatric ward has been designed with a view of the courtyard below.

Other parts of the facility include a ground-floor lobby, admitting area, gift shop and business offices; first floor surgery and 18-bed critical care unit; post-partum unit, labor and delivery suite, and nurseries on the second floor. Underground dietary, mechanical, and central sterile services maximize use of a sloping site for energy efficiency—a key consideration of planning.

Triangular patient pod forms also respond to energy concerns that make the most use of interior floor area, reducing perimeter walls. Other advantages of the form are a reduced travelling distance between nurses and patient beds and the possibility of vertical expansion. The diagnostic side of the spine can be expanded horizontally in multiple directions from its rectilinear shape.

Notes Richard Potokar, principal-in-charge of design with Hansen Lind Meyer, Chicago, "Our solution for circulation and 'pod' organization is a popular one used here at HLM. Easiest to implement in new buildings, it allows separation of traffic types which is key to efficiency."—*R.W.*

SOURCES

Seating—Allsteel, Bernhardt, Borning, Krueger, Mueller, Shelby Williams, Steelcase, Stendig. **Desks, reception station, credenzas, lateral files**—Allsteel. **Tables**—Madison, Redco. **Systems furniture**—Haworth. **Planters**—Krueger. **Bookcases, magazine racks**—Laminates Unlimited, Peter Pepper Products. **Flooring**—Armstrong, Johnsonite, Tarkett, American Olean, Mid-American Tile. **Carpeting**—Bentley Mills. **Wallcovering**—Genon. **Millwork, laminate**—Wilsonart. **Ceiling**—Armstrong, Conwed. **Lighting**—Lightolier, Nessen, Atelier International, Presolite, Keene.

Architecture, interior design: Hansen Lind Meyer, Chicago; Richard Potokar, principal-in-charge of design; Rod Thompson, project director; Kimberly Mikuta, interior designer.



DESIGN SCHEME UNIFIES ELEMENTS

Color palette, motif provide sense of continuity

A custom-designed divider (above) encloses a traditional seating group, with a contemporary seating unit on the other side in hospital lobby. Above the center carpet inlay are suspended white banners (opp. page, right) forming the Christian cross. The chapel (opp. page, left) offers a halo of white neon circling the ceiling perimeter.

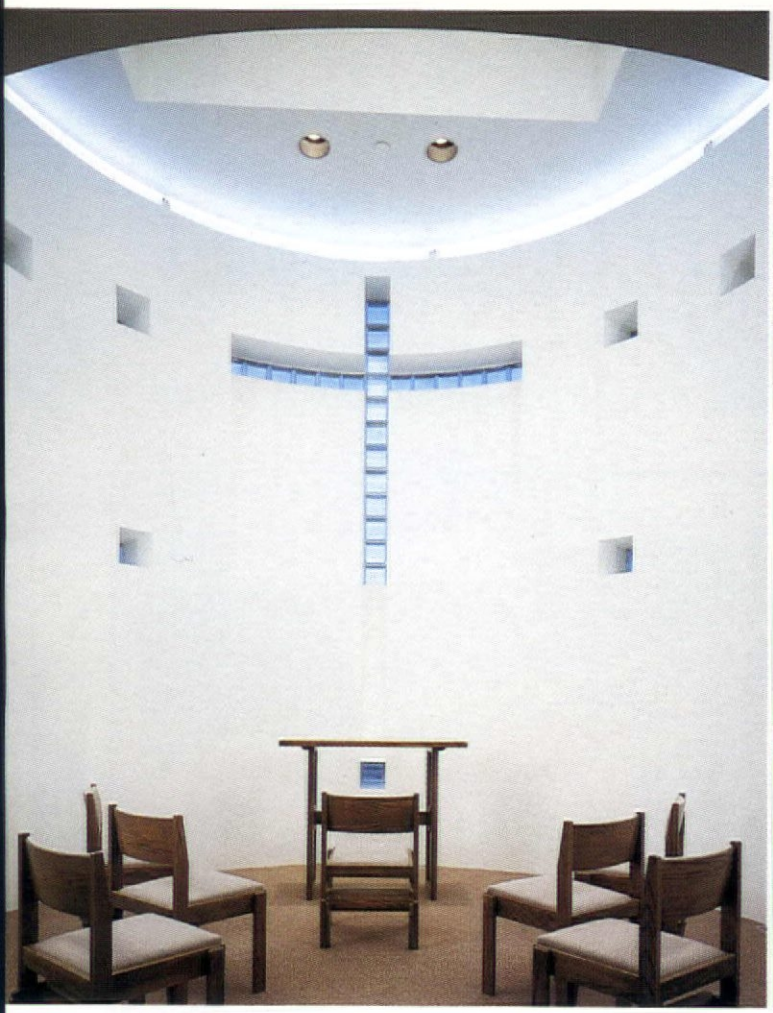
A palette which includes mauve, blue, and green, along with a dominant circle and square motif, are two unifying elements in the recently completed Holy Cross Parkview Hospital, Plymouth, Ind.

Ballinger Design Associates, Inc. (BDA) was contracted to do the interiors and space planning of this 88,000-sq.-ft. replacement facility in January 1985. The firm was presented with the design challenge of creating a scheme for the hospital which services a very mixed socioeconomic group that includes people from the Amish, farming, and industrial communities.

According to Joseph Ballinger, principal, an eclectic design solution was chosen to appeal to a variety of tastes and backgrounds. The triad of colors is carried throughout the facility, while designated areas are dominated by one color.

The circle and square motif is also applied repeatedly throughout the hospital. In one instance, the square hospital lobby is complemented by the round form of the information desk located in this area. Corresponding shapes and forms work together to create a strong architectural sense. "We interplayed the motif throughout the hospital to provide continuity," explains Ballinger.

The colors selected for permanent fixtures are not trendy; casework, table tops, handrails, and corner guards are in the neutral range. More frequently changed furnishings are in soft shades and tints of blue, mauve, and green to soften the hospital





Photography by Gary Chilluffo

atmosphere and provide familiarity of surroundings.

The hospital is a Catholic-sponsored facility and this factor was also incorporated into the design plan. An open-form cross, illuminated by concealed indirect, reflected light, is positioned behind the information desk. In the atrium area, white banners forming a cross are suspended above a central inlaid carpet design. These accents reflect the heritage of Holy Cross Parkview Hospital.

Budget limitations overcome

The budget had some limitations which were compensated for in several ways. Inventory was taken of existing furnishings from the old facility to determine which pieces of furniture could be reused. These items included beds, geriatric seating, and lounge seating. Seating from the 1950s and '60s was reupholstered and placed inconspicuously in areas such as radiology and the surgical waiting room. In addition, single-panel drapery was installed in the cafeteria and in patient rooms.

Total project development of the 55-bed, one-and-one-half story facility, which opened in December 1986, took approximately two years. In April, 1984, Marshall County Parkview Hospital became Holy Cross Parkview Hospital when it was officially affiliated with the Holy Cross Health System and the St. Joseph's Care Group. The original hospital, first opened in 1920, was considered too costly and time-consuming to renovate so plans were developed for a replacement facility.

Ballinger explains that the design team, consisting of himself, Todd White, Joan Sturm, Joyce Kleinman, and Beth Hobbs, worked very closely with the hospital board, department heads, and the assistant administrator in a team effort.

Ballinger Design Associates, Inc., staffed by nine people and located in Indianapolis, is a generalist firm. "We pride ourselves on being able to take what we learn from retail, for instance, and apply it to a healthcare project, notes Ballinger. This theory also works in reverse. "Healthcare has taught us a great deal about materials," he says of the knowledge BDA gleaned from Parkview which will surely apply to other firm projects. For BDA, being a generalist design firm has proved to be an asset. —*P.B.*

SOURCES

Seating—Vecta, Myrtle Desk, Nemschoff, Loewenstein, Steelcase. **Tables**—Howe. **Office furniture**—Alma, American Seating. **Custom casework**—Gilliatte General Contractors. Richeson Cabinets. **Fabrics**—Arc-Com, Boris Kroll, Maharam. **Window drapery panels**—KCR Fabrics. **Ceiling banners**—Frankel. **Wallcovering**—Columbus Coated Fabrics, Bob Stedman, Inc. **Laminate**—Wilsonart. **Flooring**—Uniroyal, Armstrong, Tarkett, American Olean. **Carpeting**—Milliken, Stratton.

Interior designer—Ballinger Design Associates, Inc. **Owner**—Holy Cross Parkview Hospital, Inc. **Architects**—Karlsberger & Associates, Inc. **Construction manager**—Barton-Malow Company.

MORE SPECIALIZED LINES MEET HEALTHCARE NEEDS

Product lines, colors aim to humanize hospital environments

An aging population, growing healthcare needs, and increasingly more complex medical care delivery systems are expanding the percent of the contract market devoted to healthcare furniture and furnishings. Contract manufacturers are developing and marketing more specialized lines in addition to numerous ancillary products to meet the new demand.

Design is becoming less institutional, but not too trendy, according to both healthcare designers and product manufacturers. All stress that when designing a facility, expectations are to use it for five to 10 years without major changes. Development of a long term design is paramount.

Dale Simpson, national sales manager for Adden, a solid oak manufacturer whose healthcare line includes seating, casegoods, beds, and psychiatric room settings, finds that most healthcare institutions are trying to get away from the trendy, plastic look. He also notes that about 70 percent of furniture purchased from Adden for healthcare purposes is wood with a lighter finish for a natural look.

"The healthcare market is extremely vital and active, even more so than corporate offices at this time," explains Jim Good, vice president/general manager, Kinetics, whose Kineticare line provides the specifier with a range of options for a variety of healthcare projects.

Wearability is key

Among manufacturers who don't have specific healthcare lines yet supply seating to the healthcare industry—



Brayton

Gunlocke, Vecta, and Krueger—spokespeople explain that specifiers look for features such as easy-maintenance, stain-resistance, and fire-retardancy. Many of their products meet such requirements and are specified for healthcare installations where codes call for fire retardant features.

Designers confirm that manufacturers are right on target. For fabrics, fire retardancy is one vital concern, and washability to 160 or 180 degrees is another that is occupying the attention of designers and manufacturers alike.

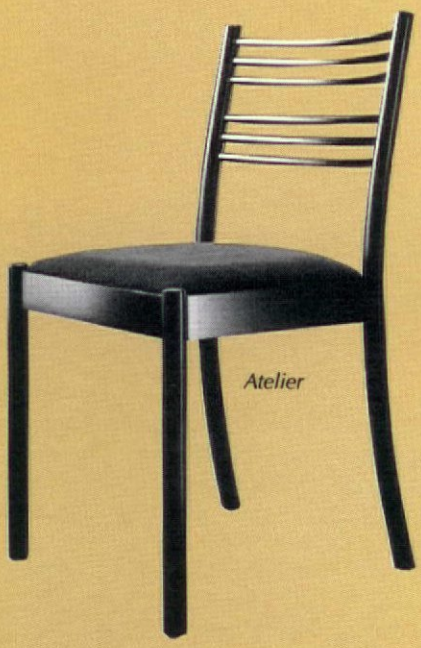
And, fabric for cubicle curtains and draperies is one area within the healthcare industry blossoming with color and pattern. Jeanine Ruda at Frankel explains that while soft geometric patterns were prevalent last year, "We are seeking stronger patterns against a softer basecloth this year." Marilyn Rommeney at Arc-Com notes that her firm's Medarc 3 line consists of free-form patterns such as larger scenery designs, all geared to humanizing medical environments.

Alan Mack, director of interiors, Hansen Lind Meyer, notes that there is a lot more use of color in healthcare projects. However, his firm tries not to get too trendy. He relies on reliable stand-bys—clear colors, such as taupe tones.

Color is psychology

"Color is psychology," notes Urania Pappas, interior designer, The Hillier Group. She stresses, "One must be very sensitive to the patient's age when selecting colors. For example, pastels don't always work for geriatrics. And avoidance of any blood-related color is a must." She suggests keeping the background basic and adding color through draperies and fabrics, or using accent colors for effect.

Today's healthcare market is a thriving one. Product lines will be expanded even further in the near future to accommodate growing demand and new specialized healthcare lines and marketing approaches will be developed.—*P.B.*



Atelier

Brayton—For use in waiting areas, the Forum 363 Stacking Chair is connectable. Its ¾-in. tubular 14-gauge steel frame is standard in polished chrome or powder-coated black finish. Custom finishes are available. **Circle No. 305.**

Atelier International—The Uni dining chair line has been expanded to include new seat and back options. The basic design is available in five models, 30 configurations, and eight finishes. **Circle No. 304.**

Alma Cos.—Combining traditional styling with smooth, sloping contours and clean, flowing lines, the 4511 side chair comes in a range of fabrics, vinyls and leathers. **Circle No. 312.**

Vecta Contract—Raf System Seating has both straight and curved seating units. The upholstery is removable and replaceable on site. Bases come in a wide range of colors. **Circle No. 298.**



Alma



Vecta Contract



Allied Fibers

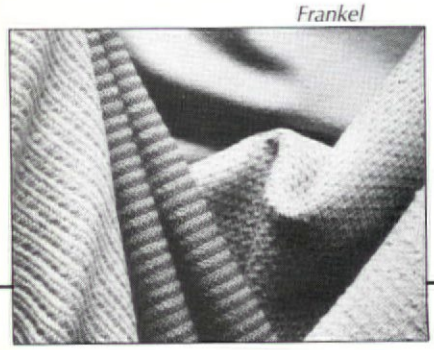
"We're seeing a trend toward patterns in combination with pastels so that healthcare institutions will have an atmosphere of comfort and charm."—**Jeanine Ruda,** Frankel.



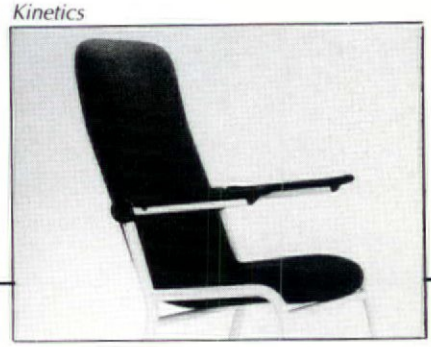
Domore



Frankel



Kinetics





ModuForm

HEALTHCARE FURNISHINGS

Geared to durable use by patients

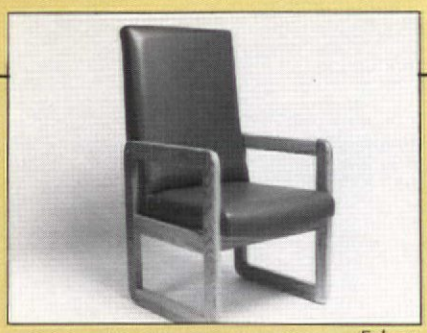
ModuForm—Seating line for convalescing and handicapped persons features comfort and durability. Upholstery withstands spills, punctures, and cigarette burns. **Circle No. 306.**

Allied Fibers—Level-loop carpeting of Anso IV nylon with HaloFresh adds a warm feeling to the waiting room at the Rose Medical Center (shown) in Denver. The carpet from Collins & Aikman is protected from the growth of odor-causing bacteria and fungi by the built-in HaloFresh antimicrobial system. **Circle No. 283.**

Domore Corp.—Wooden arms make the Strada wood laminated chair easy to get in and out of. Upholstery may be fabric or vinyl. **Circle No. 293.**

Frankel Associates—1987 Wool collections can be seen in Upholstery Binders 5 thru 8. All are rated Class A and pass California Bulletin #117. Solids, diagonals, jacquards and tweeds in a multitude of designs and colors are ideal for upholstery and wallcovering applications. **Circle No. 281.**

Kinetics—Swing-away arms, adjustable head rest, cantilevered front, and optional gel-bag seat insert combine maximum comfort with advanced design in the Kineticare hospital patient's chair. **Circle No. 291.**



Falcon

Falcon Products—Geriatric/patient chair with matching ottoman features a sled base. The chair is made of oak wood and is available in many standard wood finishes. **Circle No. 307.**

Add Interior Systems—For patient room or public area use, the Rose Chair has tiny dimensions (as little as 23 in. front-to-back) combined with a big chair "feel." **Circle No. 290.**

Knoll International—The Handkerchief chair's seat and back follow ergonomic principles for maximum comfort and support in a low profile. Solid color shells can be scrubbed and, unupholstered, the chairs stack 25 high. **Circle No. 285.**

Madison Furniture Inds.—Steel tubing interior contruction makes Atrium seating long-lasting, while molded Pyroguard foam and cintel webbing give it a soft feel. Atrium comes as a set-up lounge unit, with one, two and three seats. **Circle No. 300.**

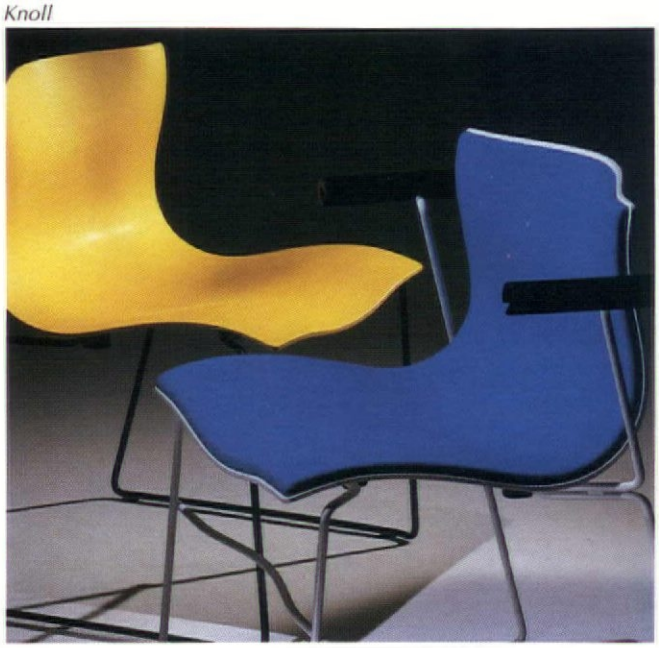
Lawrence Metal Products—Decorative dividers separate or add privacy to seating areas. Dividers come in Victorian or Art Deco themes. **Circle No. 288.**

"We're doing a lot of things that are less institutional in certain instances. This is occurring particularly in specialized healthcare areas."—**Alan Mack,** Director of Interiors, Hansen Lind Meyer.



Add Interior Systems

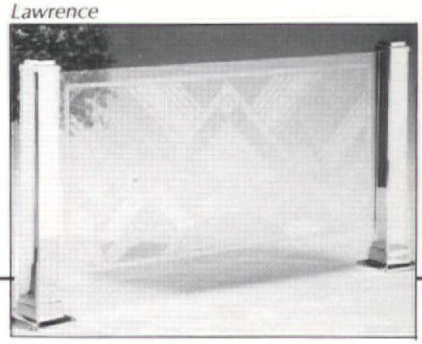
Knoll



Madison



Lawrence



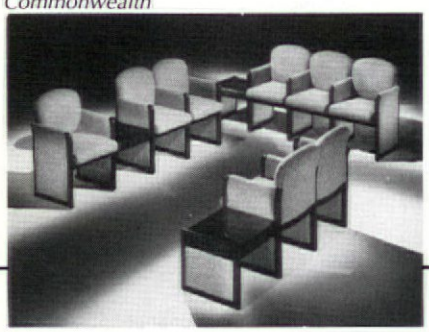


Tuohy

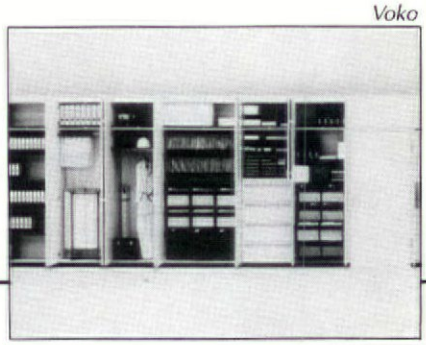


Donghia

Commonwealth



Voko





Plymold Booths

HEALTHCARE FURNISHINGS

Natural materials soften interiors

Plymold Booths—Richwood chair cushions are upholstered in contract-quality vinyls that damp-wipe and are easily replaceable for changing color schemes. **Circle No. 296.**

Tuohy—The modular Plexus Armchair Group features solid wood frames in red oak, ash, or walnut with radius edges and corners. Seating units are polyurethane foam, upholstered in fabric or vinyl and supported by flexible suspension webbing. **Circle No. 289.**

Donghia Furniture—The Urbane club chair is made of a solid birch frame available in seven finishes: red or brown mahogany, ebonized or bleached; and three color finishes that impart a semi-matte lustre of gray, rouge or forest green to the natural wood grain. **Circle No. 287.**

Commonwealth—Stafford multiple seating units are offered with up to four seats, with every table configuration optional. **Circle No. 309.**

Voko—Storage wall system can conceal wardrobes, vertical and horizontal medical files, shelves for medicines and instruments. Made with chip-resistant colored laminate in matte finishes, and wood veneers. **Circle No. 292.**



Gregson

Gregson—Side/conference chair has a plain seat, panel back, open arms, and wall saver legs. It comes in oak and walnut. **Circle No. 295.**

BASF Fibers—An argyle plaid pattern, bordered in green, was selected for carpet in the Island Lake Retirement Community, Longwood, Fla., to make the space seem intimate throughout the ground floor of the community building. Carpets by Georgia Commerical Inc. are made of Zeftron stock dyed nylon. **Circle No. 284.**

Arc-Com—Medarc 3 is a collection of hospital cubicle fabrics featuring free-form patterns. Four patterns are offered in five colors to coordinate with custom solid cloth. **Circle No. 441.**

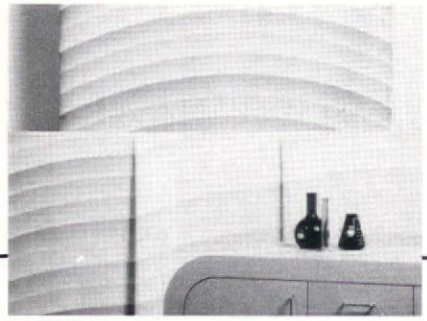
Adden Furniture—The Roommate collection of solid oak furniture features coordinated dimensions of various components, fully finished backs, and additional cross rails for reinforced construction strength. **Circle No. 282.**



BASF Fibers

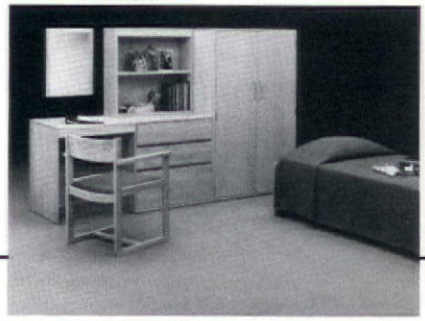
"We have recently introduced to the contract industry a new free-form cubicle collection unlike those of the past which had been limited to solids, stripes, and plaids."—**Marilyn Rommeney,** Arc-Com

Arc-Com



"Healthcare is a very cost- and value-sensitive industry. Designers are trying to transmit their concern with values and patient comfort through furnishings and environments."—**Dale Simpson,** National Sales Manager, Adden

Adden Furniture





Gunlocke

"Healthcare is a strong, stable part of the contract furnishings market, not affected by the flat economy as are other areas in our industry."—**Don Keith,** Vice President/Marketing, Gunlocke

"Deeper, richer colors are coming back to the contract industry. However, when dealing with healthcare, one must be extremely sensitive and aware of proper use of color to meet patients' psychological needs."—**Urania Pappas,** Interior Designer, The Hillier Group



Haller Systems

HEALTHCARE FURNISHINGS

Modular systems aid in application

Haller Systems—Components in the Haller System include frames, panels, organizers, tables, screens, energy lighting, and accessories. A wide variety of units can be created from these elements including pedestals, cabinets or system units. **Circle No. 299.**

Gunlocke—Interlude is offered in white oak in three styles: lounge chair, two- and three-seat sofas. All versions are available in upholsteries that resist staphylococcus. **Circle No. 301.**

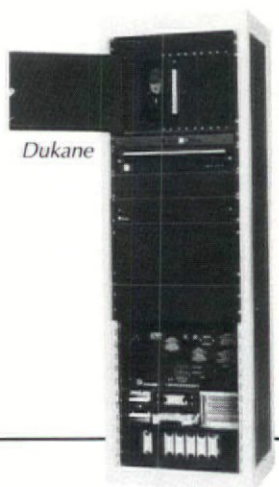
Virco—Upholstered stacking chair model 8830SB has an optional ganging device for fast set-up of semi-permanent rows. **Circle No. 313.**

Dukane Corp.—Featuring a compact, modular design, System 500 provides up to 100 watts output for emergency tone and paging, covering up to 18 zones. **Circle No. 286.**

Virco



Dukane





Lamco

Lamco—Cabinet systems offer European design and durable hardware. Modular cabinets have a built-in appearance, but can be moved to new locations. They are available in an extensive palette of laminate colors. **Circle No. 311.**

Playscapes—Modular, bi-level play environments for children, useful for waiting areas. Built of high-density particle board and laminate exterior complementing a laminate and carpet interior. Units range from 16- to 48-sq.ft. **Circle No. 303.**

Krueger—Working with Colorado's four seating table units, a specifier can form any composition that meets the needs of a project. **Circle No. 294.**

Caseworks—High-pressure laminates and solid ash trims are standard features in the Signature furniture line. The firm offers custom capabilities for orders of 50 beds or more. **Circle No. 308.**

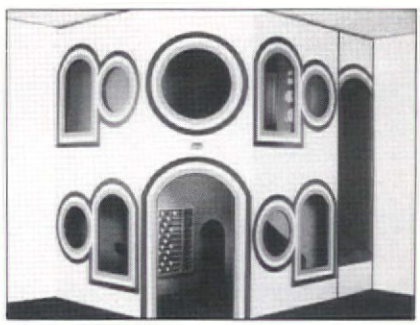
Brueton Inds.—Concord lounge seating and low tables embody a small-scale, contemporary design. Chairs and tables can be ordered in lengths or widths to suit particular applications. **Circle No. 315.**



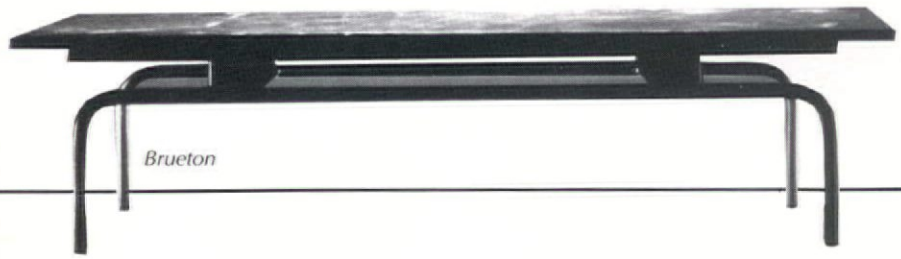
Krueger



Caseworks



Playscapes



Brueton

1987 REPORT ON HEALTHCARE SPECIALISTS

This month, CONTRACT's coverage of healthcare design includes a chart of Healthcare SpeciaLISTs.

Of the firms which responded to our request for information, 51 are listed here. Arranged alphabetically, these firms are included on the basis that they do a substantial amount of healthcare work each year. It is not a comprehensive listing, but does represent a good sampling of firms in this growing specialty area. Our next report, April issue, will feature results of a survey of restaurant designers conducted by CONTRACT.

FIRM	BRANCHES	EMPLOYEES	DESIGNERS	EXECUTIVES	1986 PROJECTS	SQ. FT./1986
Anderson, Mikos Architects, Ltd. 53 W. Jackson Blvd., Ste. 215 Chicago, IL 60604 (312) 663-5149	N/A	**24**	**5**	Harry F. Anderson, chmn. & CEO; David E. Mikos, pres.; Peter J. Eckroth, prin. health plnr.; Kimberly Mikuta, dir. of int. arch.	Ingalls Health Ventures, 12,000 sq. ft.; Ambulatory Care Center/The Children's Memorial Hospital, 100,000 sq. ft.	**170,000**
The Architects Collaborative, TAC 46 Brattle St. Cambridge, MA 02138 (617) 868-4200	San Francisco	**240**	**35**	John F. Hayes, AIA, pres.; Roland Kluver, AIA, mng. dir. for dev.; Leonard Notkin, AIA, prin., health care des. grp.; Sherry T. Caplan, prin., dir.	Lahey Clinic Magnetic Resonance Imaging Facility, 7,400 sq. ft.; Kuwait Institute for Scientific Research, 279,585 sq. ft.; Temple Univ. Hosp., 467,000 sq. ft.	**6.5 mil.**
Bobrow/Thomas & Associates 1001 Westwood Blvd. Los Angeles, CA 90024 (213) 208-7017	N/A	**65**	**1.5**	Julia Thomas, chmn. & CEO; Michael Bodrow, AIA, pres.	Shriners Hospitals for Crippled Children/LA, 180,000 sq. ft.; Valley Presbyterian Hospital, 200,000 sq. ft.	**2 mil.**
Braun & Spice, Inc. 7550 Lucerne Dr. Middleburg Heights, OH 44130 (216) 243-2000	N/A	**31**	**17**	Donald R. Spice, AIA, pres.; James E. Sondles, AIA, exec. v.p.; Philip P. Constantino, AIA, v.p.	Geauga Community Hospital, 210,000 sq. ft.; Lakewood Hospital, 150,000 sq. ft.; Medina Community Hospital, 120,000 sq. ft.	**1 mil.** **360,000**
Cannon 2170 Whitehaven Rd. Grand Island, NY 14072 (716) 773-6800	New York, Boston, Buffalo, St. Louis, Washington, DC	**348**	**24**	John D. Cannon, pres. & CEO; Mark R. Mendell, AIA, sr. v.p. & gen. mgr.; Manfred W. Wolters, AIA, v.p.; Peter Castle, dir. of ops., ints.	The Buffalo General Hospital, 1,028,000 sq. ft.; St. Mary's Medical Center, 336,280 sq. ft.; Camp Hill Medical Center, 1 mil. sq. ft.	**8 mil.** **632,162**
Carlson Associates 321 Commonwealth Rd. Cochituate, MA 01778 (617) 969-1200	Smyrna, GA	**175**	**4**	James Wakefield, pres.; Allan H. Lampert, treas. & clrk.; Daniel Hunter, sr. v.p.; Robert D. Johnston, mgr. int. des.	Allston-Brighton Aid & Health Group, 60,000 sq. ft.; Goddard Hospital, 33,300 sq. ft.; Carney Hospital, 2,300 sq. ft.	**5 mil.** **837,500**
Conant Associates 215 S. State, Ste. 1000 Salt Lake City, UT 84111 (801) 363-0060	Burbank, San Diego, Denver, Houston, Salt Lake City, Washington, DC	**102**	**80**	Lee Conant, COB; Nan Conant, CEO.	St. Vincents Hospital, 350,000 sq. ft.; Wasatch Canyons Psychiatric Hospital, 65,000 sq. ft.	**2.5 mil.**
Leo A. Daly 8600 Indian Hills Dr. Omaha, NE 68114 (402) 391-8111	Washington, DC; Atlanta, St. Louis, Los Angeles, San Francisco, Seattle, Honolulu, Tokyo, Singapore, Honk Kong; Riyadh, Saudi Arabia	**703**	**58**	Leo A. Daly, pres.; J.C. Broderick, AIA, sr. v.p./dir., eastern reg.; J.M. Free, AIA, sr. v.p./dir., HQ reg.; J.D. Vaccaro, AIA, sr. v.p./dir., western reg.	Anlyan Tower addition, Duke University Medical Center, 110,000 sq. ft.; Clinic Tower, Aud. & Parking Complex, Univ. of Osteopathic Medicine & Surgery, 235,000 sq. ft.	**1 mil** **805,440**
The Eggers Group, P.C. Architects, Planners, Int. Des. 2 Park Ave. New York, NY 10016 (212) 725-2100	N/A	**85**	**5**	Peter B. Halfon, AIA, mng. dir.; Robert H. Welz, AIA, dir., int. des.; Robert L. Bien, AIA, dir.; David L. Finci, AIA.	Huntington Hospital, 100,014 sq. ft.; Mary Immaculate, 100,090 sq. ft.; St. Francis Medical Center, 200,010 sq. ft.	**1.65 mil**
Ellerbe Associates, Inc. One Appletree Sq. Bloomington, MN 55420 (612) 853-2537	New York City, Los Angeles, Tampa, Washington, DC	**545**	**28**	John J. Labosky, PE, pres.; John C. Gaunt, AIA, exec. v.p.; Robert A. Degenhardt, PE, sr. v.p. & treas.	Univ. of MN Hospital & Clinic; Variety Club Children's Hospital, 500,000 sq. ft.; Children's Riley Hospital, 286,000 sq. ft.	**8.69 mil.**

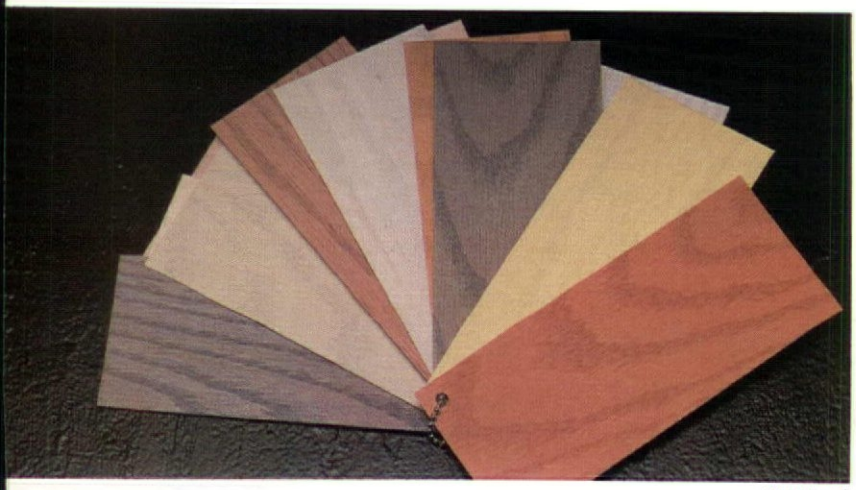
FIRM	BRANCHES	EMPLOYEES	DESIGNERS	EXECUTIVES	1986 PROJECTS	SQ. FT./1986
Ewing Cole Cherry Parsky Federal Reserve Bank Bldg. 100 N. Sixth St. Philadelphia, PA 19106 (215) 923-2020	Haddonfield, NJ	**190**	**7**	Robert M. Parsky, pres./COO; Stanley M. Cole, chmn/CEO; Suzanne R. O'Connell, dir., int. des.; Jan L. Biship, dir., health care arch.	Medical College of PA, 150,000 sq. ft.; Bryn Mawr Rehab. Hosp., 54,000 sq. ft.; Surburban Gen. Hosp., 75,000 sq. ft.; Fox Chase Cancer Center, 17,600 sq. ft.	**2.5 mil.**
The Falick/Klein Partnership, Inc. 5847 San Felipe, Ste. 1900 Houston, TX 77057-3005 (713) 782-9000	Tampa, Newport Beach	**70**	**4**	James Falick, FAIA, pres./CEO; Barry B. Bruce, AIA, prin./dir. of des.; Ken L. Ross, AIA, prin.; John S. Crane, AIA, prin.	Memorial Hospital Southeast, 270,000 sq. ft.; North Shore Medical Center, 190,000 sq. ft.; Kosair-Children's Hospital, 200,000 sq. ft.	**340,000 sq. ft.**
Flad & Associates 6200 Mineral Point Rd. Madison, WI 53705 (608) 238-2661	N/A	**215**	**6**	James W. Miller, AIA, pres.; Fred H. Peterson, AIA, sr. v.p., health div.; Ralph H. Jackson, Jr., AIA, sr. v.p., R & D div.	St. Luke's Hospital, 265,000 sq. ft.; Minot Composite Medical Facility, 165,000 sq. ft.; Shands Teaching Hospital, Univ. of FL, (Phase II), 370,000 sq. ft.	**1.6 mil.**
Glave Newman Anderson Architects 1011 E. Main St. Richmond, VA 23219 (804) 649-9303	N/A	**40**	**10**	Willard Scribner, prin.; William C. Newman III, CEO; Becky Messer, dir. of int. des.; Samuel A. Anderson III, prin.	Prucare of Richmond, 35,000 sq. ft.; Rehab Medicine Center, 10,000 sq. ft.	**7.5 mil.**
Gresham, Smith & Partners 3310 West End Ave. Nashville, TN 37203 (615) 385-3310	Birmingham, Orlando	**250**	**30**	Albert A. Thweatt, AIA, ptnr.; Fleming W. Smith, Jr., AIA, ptnr.; Robert D. Gower, AIA, ptnr.; Stephen E. Kulinski, assoc., dir. of int. des.	Women's Health Center, 67,000 sq. ft.; St. Luke's Hospital, 326,000 sq. ft.; Bayfront Medical Center, 170,000 sq. ft.; Medical Plaza East, 106,000 sq. ft.	**2 mil.** **170,920**
Gruzen Samton Steinglass 11 W. 42nd St. New York, NY 10036 (212) 840-7133	Newark, NJ; San Francisco	**104**	**3**	Jordan Gruzen, ptnr.; Peter Samton, ptnr.; Ralph Steinglass, ptnr.	Hebrew Home for the Aged, 80,000 sq. ft.; Hoffman LaRoche Pharmacology Center, 15,000 sq. ft.	**1.4 mil.**
Gunn Levine Associates Architect Planners 726 Lothrop Detroit, MI 48202 (313) 873-3280	N/A	**18**	**1**	Thomas W. Gunn, pres.; Harvey Levine, v.p.; JoAnn M. Gagnier, dir. of int. des.	Providence Hospital, 52,000 sq. ft.; Beyer Memorial, 26,000 sq. ft.; Southwest Detroit Hospital, 24,000 sq. ft.	**256,000**
HKS Architects, Inc. 1111 Plaza of the Americas North LB 307 Dallas, TX 75201 (214) 969-5599	Tampa	**375**	**22**	Ronald M. Brame, pres.; Ronald L. Skaggs, exec. v.p., health care facilities; G. Kay Finlayson, v.p., dir. of int. arch.	Parkland Memorial Hospital, 200,000 sq. ft.; McAllen Methodist Hospital, 285,000 sq. ft.; The Colony Ambulatory Care Clinic, 4,575 sq. ft.	**20 mil.** **445,000**
H2L2 Design Company 714 Market St. Philadelphia, PA 19106 (215) 925-5300	Philadelphia	**73**	**12**	Barry N. Eiswerth, pres.; Robert P. Breading, sr. v.p.; Carolyn Simons, sr. int. des.; Germaine Hall, sr. int. des.	John L. Deaton Medical Center, 120,000 sq. ft.; Pennsylvania Hospital, 200,000 sq. ft.; Doctors Hospital, 200,000 sq. ft.	**600,000**
Hansen Lind Meyer, Inc. Plaza Centre One Iowa City, IA 52240 (319) 354-4700	Chicago, Orlando, Denver, Washington, DC	**360**	**8**	Richard F. Hansen, FAIA, prin.; John H. Lind, AIA, prin.; Alan W. Mack, ASID, int. des.	University of MI Hospitals, 287,000 sq. ft.; Orlando Regional Medical Center/Sand Lake Hospital, 180,500 sq. ft.	**6 mil.** **500,000**
Hellmuth, Obata & Kassabaum, Inc. 100 N. Broadway St. Louis, MO 63102 (314) 421-2000	St. Louis, Kansas City, San Francisco, Los Angeles, Dallas, New York, Tampa, Detroit, Washington, DC; Houston	**1,000**	**55**	Gyo Obata, chmn., pres. & CEO; King Graf, v. chmn./new business dev.; Jerome J. Sincoff, v. chmn./operations.	University of MN Hospital, 558,000 sq. ft.; Providence Hospital, 400,000 sq. ft.; Mt. Carmel Mercy Hospital, 144,700 sq. ft.	**36 mil.** **733,500**
Henningson, Durham & Richardson, Inc. 8404 Indiana Hills Dr. Omaha, NE 68114 (402) 399-1000	Dallas, Omaha, Seattle, Irvine, CA; Alexandria, VA	**1,338**	**21**	Robert F. Krohn, pres. & CEO; Richard Babcock, dir./ints.; Larry Hawthorne, pres.; Frank Fauble, v.p.	Baystate Medical Center, 408,000 sq. ft.; Children's Hospital of Pittsburgh, 400,000 sq. ft.; Tampa General Hospital, 720,000 sq. ft.	**1 mil.** **100,000**
The Hillier Group 777 Alexander Rd. CN 23 Princeton, NJ 08540 (609) 452-8888	Tampa	**235**	**40**	J. Robert Hillier, FAIA, CEO; Joseph Bavaro, AIA, COO; Michael Safavoia, dir. of arch.; Barbara Weinstein, prin., group ints.	The Community Memorial Hospital, 220,000 sq. ft.; New York Hospital Cornell Medical Center/Westchester Div., 25,000 sq. ft.	**N/A**

FIRM	BRANCHES	EMPLOYEES	DESIGNERS	EXECUTIVES	1986 PROJECTS	SQ. FT./1986
Jova/Daniels/Busby, Inc. 1389 Peachtree St. Atlanta, GA 30309-3035 (404) 892-2890	N/A	55	15	Stanley L. Daniels, FAIA, pres.; John A. Busby, Jr., FAIA, v.p.; Henri V. Jova, SAID & FAIA, chrmn.	Emory Eye Center & Clinic, 20,000 sq. ft.	**1 mil.** **475,000**
Kaplan•McLaughlin•Diaz 222 Vallejo Street San Francisco, CA 94111 (415) 398-5191	Los Angeles, Portland, OR	190	3	Herbert McLaughlin, Princ., James Diaz, Princ., Roy Latka, Pres.	Emanuell Hospital 175,000 sq. ft.; Martin General Hospital 100,000 sq. ft.; Santa Clara Valley Medical Center 180,000 sq. ft.; Calif. Hosp. Med. Ctr. 300,000 sq. ft.	**3 mil.**
Karlsberger 99 East Main St. Columbus, OH 43215-9500 (614) 461-9500	Cincinnati, OH			Robert Karlsberger, AIA, Pres.; Michael D. Tyne, Exec. v.p.; Richard L. Demlono, sr. v.p.; Susan L. Philipson, JBD/ASID, Dir. of Int. Design.	Mt. Carmel Medical Staff Bldg. 60,000 sq. ft.; Women & Infants Hosp. of R.J. 250,000 sq. ft.; Alabama General Hosp. Womens Pavilion 32,000 sq. ft.; St. Francis Hosp. 128,000 sq. ft.	**3.7 mil.**
LS3P Architects, Interior Designers, Ltd. 24 N. Market St., Ste. 300 Charleston, SC 29401 (803) 577-4444	N/A	48	6	Frank E. Lucas, FAIA, COB; Sidney W. Stubbs, Jr., AIA, pres.; Thompson E. Penney, AIA, v.p.	Palmetto Pavilion, 27,000 sq. ft.; Veterans Administration Medical Center, 80,735 sq. ft.	**1 mil.** **80,000**
Langdon Wilson Mumper Architects 1055 Wilshire Blvd. Los Angeles, CA 90017 (213) 250-1186	Phoenix, Newport Beach, CA	125	4	Hans Mumper, AIA, mng. ptnr.; Asad M. Khan, ptnr./dir. of health group; Reynaldo V. Tuazon, AIA, assoc. ptnr./dir. of des.	Kenneth Norris Cancer Hospital & Research Institute, 160,000; Woodland Hills Medical Center/ Kaiser Permanente, 410,000 sq. ft.	**12 mil.** **52,000**
Marshall Erdman & Associates, Inc. 5117 University Ave. Madison, WI 53705 (608) 238-0211	Hartford, CT, Richmond, VA, Washington, DC, Atlanta, Dallas, Denver, San Francisco	650	N/A	Marshall Erdman, chrmn.; Roger Hauck, pres.; Don Richards, v.p./des. & engineering; Warren Olsen, dir. of corp. des.	Watson Clinic satellite, 30,626 sq. ft.; The Hammond Clinic, 47,478 sq. ft.; Kelsey-Seybold Clinic, 104,238 sq. ft.; S. Texas Medical, 53,754 sq. ft.	**1 mil.** **573,000**
The McGuire & Shook Corporation 7440 N. Shadeland Indianapolis, IN 46250 (317) 842-0000	Indianapolis	65	2	David H. Partenheimer, pres.; Donald C. Rennard, exec. v.p.; Robert A. Cochran, dir. of health care svcs.	St. Vincent Carmel Hospital, 117,000 sq. ft.; Union Hospital, 45,700 sq. ft.; Memorial Hospital, 58,272 sq. ft.; Marion General Hospital, 84,000 sq. ft.	**200,000**
Mitchell Associates One Ave. of the Arts Wilmington, DE 19801 (302) 594-9400	Baltimore, Philadelphia	56	21	Louis B. Rosenberg, prin.; William L. Endicott, prin./ graphics; James F. Barndt, prin./ints.; James W. Hicks, dir./health care div.	Monmouth Medical Center, 204,000 sq. ft.; Kent General Hospital, 110,000 sq. ft.; Beth Israel Medical Center, 1 mil. sq. ft.	**1.5 mil.**
Morris•Architects 3355 W. Alabama Houston, TX 77098 (713) 622-1180	Baltimore, Washington, DC	85	12	John H. Wiegman, AIA, pres.; Chris Hudson, AIA, prin.; A. Tedford Barclay III, AIA, prin.; John R. Smart, AIA, prin.	Polly Ryon Memorial Hospital, 144,000 sq. ft.; Robertson Pavilion/ Hermann Hospital, 265,000 sq. ft.; PruCare Medical Clinic, 33,000 sq. ft.	**6 mil.** **300,000**
The NBBJ Group 111 S. Jackson Seattle, WA 98104 (206) 223-5555	Phoenix, New York, Tucson, Palo Alto, Columbus, Charleston, Raleigh	400	1	David Hoedemaker, mng. ptnr.; James Jonassen, ptnr., CEO; William Bain, ptnr.; Friedrich Bohm, ptnr.	Schuman Pavilion/Loma Linda Univ. Medical Center, 54,520 sq. ft.; Virginia Mason MRI, 2,825 sq. ft.	**6 mil.** **700,000**
Odell Associates, Inc. 129 W. Trade St. Charlotte, NC 28202-2143 (704) 377-5941	Tampa, Greenville, SC, Richmond, VA	230	15	Katherine Lineham Martinelli, dir. of int. des. & prin. assoc.; Benjamin T. Rook, AIA, CEO; Roy W. Johnson, AIA, COO; Eugene L. Bodycott, AIA, mng. prin.	Virginia Beach General Hospital, 160,525 sq. ft.; Virginia Ambulatory Surgery Center, 16,000 sq. ft.; Union Memorial Hospital, 166,238 sq. ft.	**7 mil.** **718,163**
O'Donnell Wicklund Pigozzi Architects, Inc. 3239 Arnold Ln. Northbrook, IL 60062 (312) 498-5700	N/A	97	10	Leonard A. Peterson, AIA, pres.; Lawrence J. O'Donnell, AIA, snr. prin.; Leonard S. Wicklund, AIA, snr. prin.; Raymond A. Pigozzi, FAIA, snr. prin.	Lutheran General Hospital, 225,000 sq. ft.; Loyola University Medical Center, 217,000 sq. ft.; Lake Forest Hospital, 110,000 sq. ft.; Resurrection Hospital, 82,000 sq. ft.	**1 mil.** **684,000**
Kenneth Parker Associates 411 North 20th St. Philadelphia, PA 19130 (215) 561-7700	Pennsauken, NJ	91	23	Kenneth P. Parker, pres.; Martin Nankin, exec. v.p.; Stephen A. Jones, v.p.; Steven Mimman, v.p.	Weurzburg Hospital, 210,000 sq. ft.; O'Conner Hospital, 500,000 sq. ft.; Karlsruhe & Vilseck Clinics, 30,000 sq. ft.	**1 mil.**

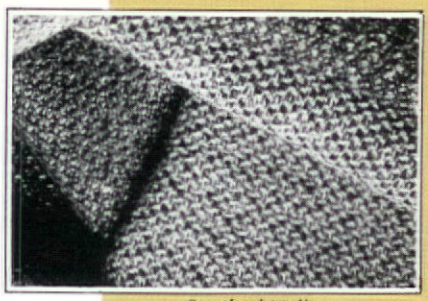
FIRM	BRANCHES	EMPLOYEES	DESIGNERS	EXECUTIVES	1986 PROJECTS	SQ. FT./1986
The Parker/Croston Partnership 3311 Hamilton Ave. Fort Worth, TX 76107 (817) 332-8464	Austin, TX	52	3	Merwyn E. Croston, Jr., CEO, mng. ptnr.; Albert Gregor, dir. of des., sr. ptnr.; Charles Kelley, snr. ptnr.	Dallas/Ft. Worth Medical Center, 120,000 sq. ft.; Osteopathic Medical Center, 89,992 sq. ft.	750,000
Perkins & Will 2 North LaSalle St. Chicago, IL 60602 (312) 977-1100	New York, Washington, DC	211	10	Robert Barnes, pres. & CEO; James Allen, exec. v.p.; Kenneth Carswell, exec. v.p.; Aaron Schwarz, v.p.	Doctors Hospital, 163,000 sq. ft.; Methodist Hospital, 292,000 sq. ft.; Pascack Valley Hospital, 160,000 sq. ft.	7 mil. 450,000
Pierce Goodwin Alexander 800 Bering Dr., Ste. 100 Houston, TX 77057 (713) 977-5777	Austin, Dallas, TX	140	40	Earle S. Alexander, Jr., FAIA, mng. ptnr.; Steven Reigle, ptnr., dir. of ints.; Michael Purcell, health ints.	M.D. Anderson Hospital Outpatient Clinics, 380,000 sq. ft.; Brackenridge Hospital, 14,000 sq. ft.; Greenville Surgery, 9,200 sq. ft.	1 mil. 563,000
RTKL Associates, Inc. 400 East Pratt St. Baltimore, MD 21202 (301) 528-8600	Dallas, Ft. Lauderdale, Los Angeles, Washington, DC	439	15	Harold L. Adams, FAIA, pres.; Francis T. Taliaferro, FAIA, COB; Charles E. Lamb, FAIA, snr. v.p., treas.	Church Hospital, 80,000 sq. ft.; Tindeco Wharf HMO, 17,000 sq. ft.; Hartford Hospital Medical Office Bldg., 230,000 sq. ft.	5 mil.
The Rowland Associates, Inc. 330 North College Ave. Indianapolis, IN 46202 (317) 636-3980	N/A	29	22	Sallie Rowland, pres.; Robert H. Frist, v.p. des. & mktg.; Ronald R. Strantz, v.p. des. & ops.	Methodist Hospital, 660,000 sq. ft.; Eye & Ear Institutes of Indiana, 35,000 sq. ft.	1 mil. 200,000
Schmidt Garden & Erikson, Inc. 104 South Michigan Ave. Chicago, IL 60603 (312) 332-5070	Sarasota, FL	65	4	Robert F. Lange, pres.; Frank P. Gagarin, snr. v.p.; Gerald R. Haselhuhn, snr. v.p.; Daniel S. Sagan, v.p.	Sherman Hospital, 200,000 sq. ft.; Porter Memorial Hospital, 126,400 sq. ft.; St. Francis Hospital, 106,000 sq. ft.	920,000
William Sklaroff Design Associates 124 Sibley Ardmore, PA 19003 (215) 649-6035	N/A	20	9	Ginger Wood, snr. int. des.; Susan Heeley, snr. int. des.; Alex Campolongo, snr. industrial des.; William Skaroff, pres.	Temple University Hospital, 400,000 sq. ft.; Barnart Hospital, 225,000 sq. ft.; Albert Einstein Northern Division, 200,000 sq. ft.	800,000
The Smith Korach Hayet Haynie Partnership 175 Fontainebleau Blvd. Miami, FL 33172 (305) 552-5200	Ft. Lauderdale, St. Petersburg, Jacksonville, Washington, DC	125	3	Avinash Gupta, AIA, ptnr.; Henry C. Alexander, Jr., AIA, assoc.; Lyn E. Graziani, FAIA, chief des. arch.	Psychiatric Care Hospital, 788,000 sq. ft.; St. Francis Hospital, 380,000 sq. ft.; Naples Community Hospital, 173,000 sq. ft.	1 mil. 200,000
Stevens & Wilkinson, Inc. 100 Peachtree St., N.W. Atlanta, GA 30043-6801 (404) 522-8888	Tampa, Columbia, SC	200	34	Preston S. Stevens, Jr., FAIA, COB; Charles E. Cunningham, AIA, snr. assoc.	Wesley Woods Geriatric Hospital, 100,000 sq. ft.; Clayton General Hospital, 175,000 sq. ft.	N/A
Stone, Marraccini & Patterson 455 Beach St. San Francisco, CA 94133 (415) 775-7300	St. Louis	145	8	Wilbur H. (Tib) Tusler, AIA, pres.; Merlin E. Lickhalter, AIA, snr. v.p.	Methodist Central Hospital, 270,000 sq. ft.; MacNeal Hospital, 300,000 sq. ft.	4 mil.
Earl Swensson Associates, Inc. 2100 West End Ave. Nashville, TN 37203 (615) 329-9445	N/A	75	11	Dick Miller, pres.; Earl S. Swensson, COB; Raymond Pratt, v.p.; Harold Petty, health care arch.	West Houston Medical Center, 142,000 sq. ft.; Alief General Hospital, 184,000 sq. ft.	2.8 mil.
3D/International 1900 West Loop South Ste. 200 Houston, TX 77027 (713) 871-7005	Dallas, San Antonio, Seattle, Phoenix, Sacramento, Washington, DC	532	4	Charles B. Thomsen, pres. & COO; Jody Taylor, snr. v.p. & dir. of healthcare fac.; James E. Furr, snr. v.p. & dir. of des.	Veteran's Administration Hospital, 1,500,000 sq. ft.; Harris County Mental Health/Mental Retardation Hospital, 189,759 sq. ft.	4 mil.
TRO/The Ritchie Organization—IDS/Interior Design Systems (A Div. of TRO) 174 Boylston St., Chestnut Hill, MA 02167 (617) 969-9400 (TRO) (617) 969-9121 (IDS)	Sarasota, FL; Birmingham, AL	135	11	Wendell R. Morgan, Jr., AIA, pres.; Lawrence Partridge, AIA, snr. v.p.; Joanne MacIsaac, dir. of int. des.	Roger Williams General Hospital, 75,000 sq. ft.; Newton-Wellesley Hospital, 22,600 sq. ft.; Miami Valley Hospital, 561,000 sq. ft.	2 mil. 400,000
Ward-Hale Design Associates 1025 Thomas Jefferson St., N.W. Washington, DC 20007 (202) 337-4702	Vienna, VA	30	23	Donna Ward-Hale, pres.; Michael H. Finch, dir. of des.; John McGrane, dir. of ops.; Pam Radford, proj. des.	Suburban Hospital, 275,000 sq. ft.; Jefferson Memorial Hospital, 150,000 sq. ft.; National Institutes of Health, 150,000 sq. ft.	1 mil.
Widom Wein Cohen 11801 West Olympic Blvd. Los Angeles, CA 90064 (213) 312-6800	N/A	42	12	Chester A. Widom, AIA, ptnr.; George Wein, AIA, ptnr.; Adrian O. Cohen, AIA, ptnr.; Russel E. Tyner, AIA, ptnr.	The Mark Taper Bldg., 45,000 sq. ft.; Veterans Administration Medical Center, 90,000 sq. ft.; Kanakanak Hospital, 39,000 sq. ft.	1 mil. 438,136



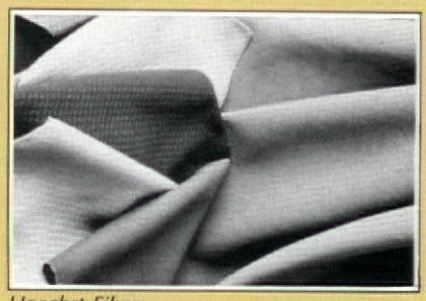
Verosol



SR Wood



Stratford Hall



Hoechst Fibers



KCR Fabrics



Foss

FIRE RETARDANT FABRICS EMBELLISH HEALTHCARE

Diagonals, jacquards & tweeds gently soothe with color

Verosol USA—Pleated shades are manufactured of Verosol FR, an inherently flame-retardant fabric. **Circle No. 340.**

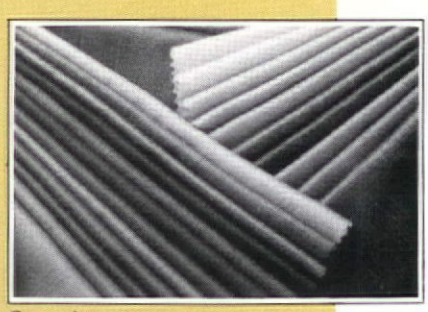
SR Wood Inc.—Thirteen shades of oak veneer are in a form so pliable that curved or flat surfaces can be wrapped without visible seams. The Class A fire rating wallcovering is available in sheets up to 48-in. wide and up to 12-ft. long. **Circle No. 330.**

Stratford Hall—Custom woven in West Germany, Constellation is constructed of 91 percent virgin wool and nine percent cotton. Passing heavy-duty abrasion and flammability tests, it may be used for wallcovering and upholstery applications. **Circle No. 335.**

Hoechst Fibers—Ametex contract fabrics creates Webster and Fleming in Trevira for flame resistance. Multi-purpose fabrics an be used for upholstery, wallcoverings, and panel cloth. Fabric has the look and feel of wool and is 100 percent inherently flame resistant. **Circle No. 349.**

KCR Fabrics—A cubicle cloth for the healthcare market, Confetti is 100 percent FR Trevira polyester, has a width of 72 in., and is inherently flame-retardant. It is washable at 160 degrees F. **Circle No. 332.**

Foss Mfg. Co.—Innotex is a new textile designed for use on all types of vertical surfaces. It offers dye-lot to dye-lot consistency, superior light fastness characteristics, and excellent color depth and brilliance. **Circle No. 329.**



Carnegie



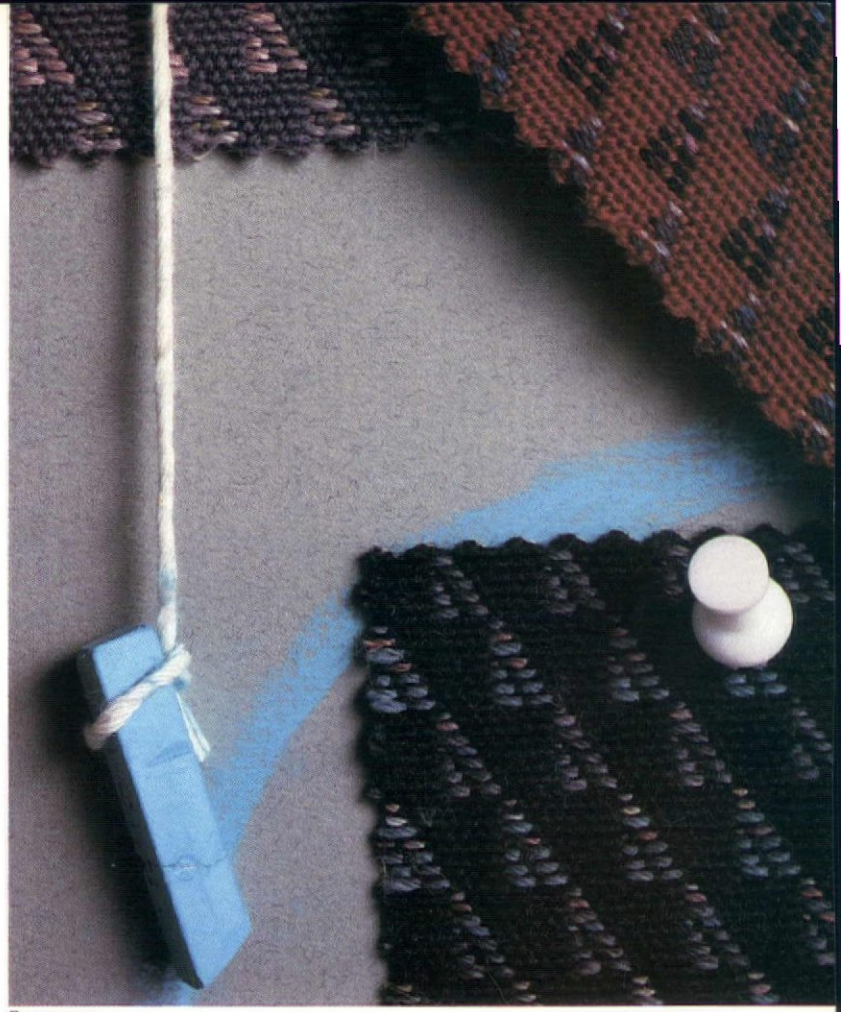
Gilford



Frankel



DiversiTech



Brayton



Allied

Carnegie—Concorde, available in 50 lustrous colors, is flame retardant. It is designed for draperies, panels, and wallcoverings. **Circle No. 348.**

Gilford Inc.—A selection of architecturally sculptured vinyl wallcoverings, Texpressions, priority package #3, includes 55 textures combined with subtle use of color and patina. The line is paper-backed, and Class A flamespread rated. **Circle No. 345.**

Frankel Associates—Solids, diagonals, jacquards, and tweeds for upholstery and wallcovering applications come in a multitude of colors. The 1987 wool collections are rated Class A for flame resistance. **Circle No. 326.**

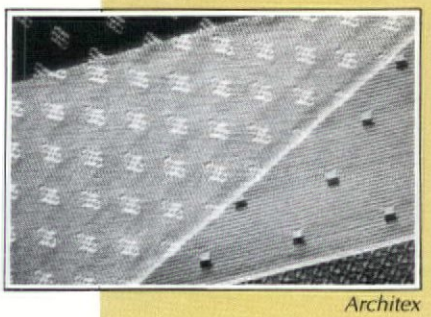
DiversiTech General—Boltaflex Sierra vinyl upholstery material is available in 22 colors and is treated with PreFixx finish, which protects it from stains, abrasions, and bacteria, and meets commercial fire codes. **Circle No. 343.**

Brayton—Step Up is a dimensional geometric design which uses various colored yarns across a solid background. Imported from West Germany, this 100 percent wool upholstery fabric has demonstrated flame retardancy and durability. **Circle No. 333.**

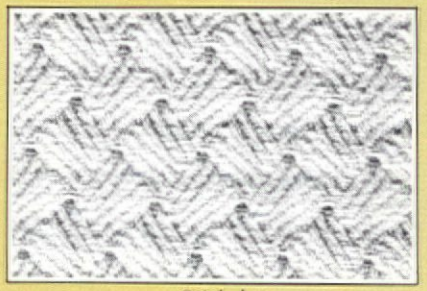
Allied Fibers—Rose-colored inserts on a background of light blue carpeting of Anso-X nylon from Stevens Carpet break the monotony of the corridors at Hillhaven Nursing Home in Dallas. **Circle No. 336.**



Maharam



Architex



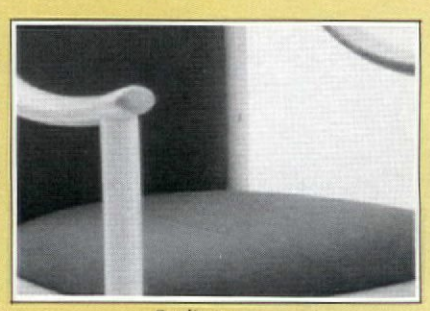
Brickel



DesignTex



Willow Tex



Burlington

FIRE RETARDANT PRODUCTS

Fabrics boast safety with Class A rating

Maharam—Tek-Wall/2 offers new textures and designs along with expanded colorways of existing patterns. The woven, linen-like textures are Class A rated for flame-resistance and can withstand virtually any abuse. **Circle No. 334.**

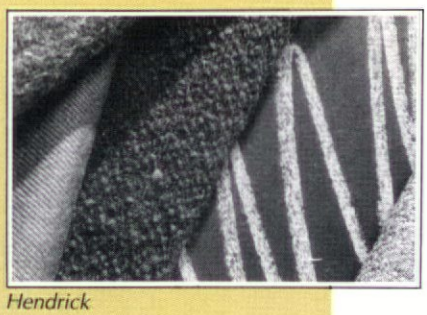
DesignTex—Wool Canvas, Cool Collage, and Wool Concert are three coordinates woven in 100 percent wool. Wool Collage and Wool Concert have lively accent colors that highlight one base color, while Wool Canvas is a solid. **Circle No. 342.**

Architex—Fire-retardant Modacrylic yarns make up four Jacquard designs in 70 colors. **Circle No. 327.**

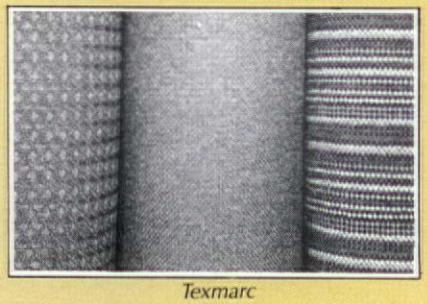
Brickel Associates—Brigadoon offers broken-twill-and-dot construction and offbeat color combinations. The cloth has a light acrylic backing, and a soft, gentle feel. It is composed of 75 percent SEF (Self Extinguishing Fiber) Modacrylic and 25 percent nylon. **Circle No. 328.**

Willow Tex—Pastiche upholstery and wallcovering fabric is 55 percent nylon, 45 percent wool, Scotchgarded and acrylic-backed. The width is 54 in. **Circle No. 339.**

Burlington—Sandel fire-resistant fabric is incorporated between the outer upholstery fabric and the foam cushion in the Corvo arm chair by Loewenstein/Oggo. **Circle No. 325.**



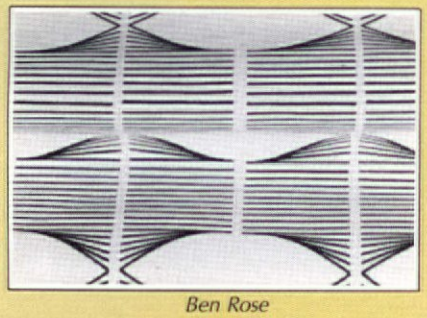
Hendrick



Texmarc



Scalamandre



Ben Rose



Gunlocke



Adam James

Hendrick Textiles Ltd.—Strictly Business is one of this firm's fire-retardant fabrics. Woven of 100 percent wool, the fabric is created in 12 colorations. **Circle No. 338.**

Texmarc—Textile Marketing Concepts' Durastat line features long staple, six-denier nylon that is stock-dyed for color consistency and uniformity in a range of solid and heather shades. **Circle No. 347.**

Scalamandre—The impression of a luxurious garden is captured in Miramare. Printed with eight screens on 100 percent cotton chintz, the fabric is 54-in. wide and has a 25¼-in. repeat. **Circle No. 331.**

Ben Rose—Inspired by symbols and terminology of the drafter's art, Contour I and II feature vertical lines going progressively toward the diagonal in a 5½-in. pattern repeat. The pattern is hand-screened on a variety of flame-retardant grounds. **Circle No. 346.**

Gunlocke Co.—The Confetti collection combines the luxury of wool with the stretchability of Lycra, creating a weave that provides exceptional tailoring capabilities for curvilinear seating designs. **Circle No. 337.**

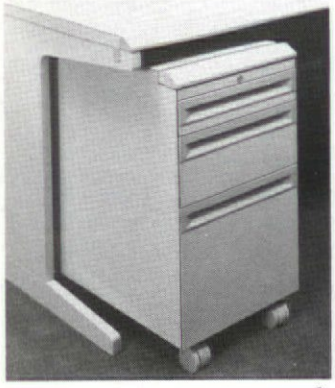
Adam James Textiles—Harmony, a vertical and horizontal double bar pattern in 13 colorways, is woven from 75 percent Modacrylic/25 percent nylon fibers. It is Class A flame-resistant. **Circle No. 344.**

FILING SYSTEMS SAVE SPACE

Systems provide rapid access to records

Dreams of the "paperless" office are fading as the computer—once championed as the means of drastically reducing paper generation—spews out more paper than ever thought possible. Thus, introduction of more flexible filing systems to conserve space, plus locate and provide rapid access to data that has been filed. CONTRACT, consequently, expands its annual filing directory to include lateral, pedestal, and computer support filing equipment to aid the designer/specifier in the search for more efficient filing systems.


1.

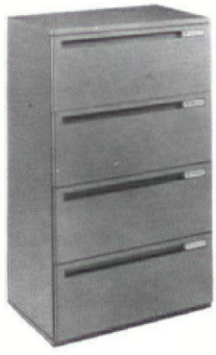

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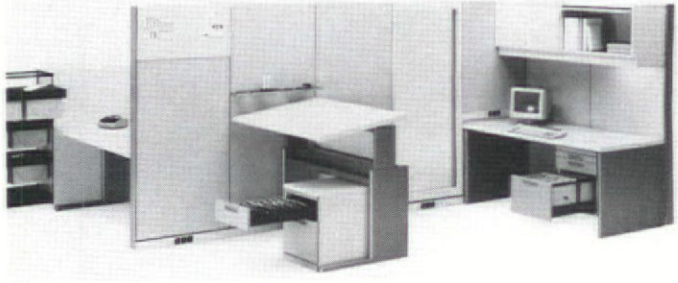

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1. **White,** *Power File 2000.* **Circle No. 269.**

2. **Allsteel,** *mobile desk pedestal,* **Circle No. 268.**

3. **Hamilton Sorter** *manual sorting system.* **Circle No. 261.**

4. **Lundia,** *Fullspace FS 2000 maximum-density system.* **Circle No. 256.**

5. **Lista** *Compactus mobile filing and storage systems.* **Circle No. 248.**

6. **Bretford,** *Acculight modular viewing system with storage cabinet.* **Circle No. 245.**

7. **Storwal,** *Radius group lateral files.* **Circle No. 254.**

8. **Voko U.S. Inc.,** *Super Drawer.* **Circle No. 276.**

9. **Stacor,** *StacorTrac mobile storage systems.* **Circle No. 260.**

10. **Spacesaver,** *mobile filing systems.* **Circle No. 266.**

11. **Artopex,** *modular pedestal series.* **Circle No. 258.**

12. **Gunlocke,** *Triad computer resource furniture.* **Circle No. 272.**

13. **Acme Visible,** *Magic Aisle 800 lateral movable system.* **Circle No. 247.**

14. **Wrightline,** *Optimedia II mixed media filing system.* **Circle No. 275.**

15. **Herman Miller,** *freestanding lateral files.* **Circle No. 263.**

16. **Kardex,** *Kompakt movable shelf filing systems.* **Circle No. 252.**

17. **Arnold,** *Action series mobile computer read-out file.* **Circle No. 264.**

18. **Marvel Metal,** *Chairside file.* **Circle No. 255.**

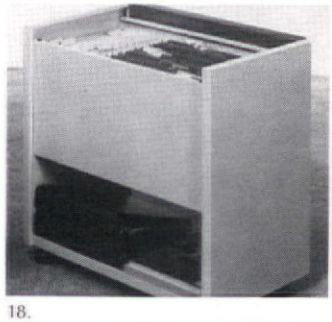
19. **Corry and Hiebert,** *1000 system.* **Circle No. 277.**



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FILING SYSTEMS DIRECTORY

Filing Co. Name, Address, & Phone #	Type of System											
	Automated	Mobile Systems			Rotary Systems		Modular	Expandable	Lateral	Pedestal	Computer Support
		Manual	Mechanical Assist	Power	Power	Manual					
Acme Visible Records 1000 Allview Dr., Crozet, VA 22932 (804) 823-4351 (800) 368-2077	•	•	•	•	•	•	•	•	•	•	•
Allsteel Inc. Allsteel Dr., Aurora, IL 60507 (312) 859-2600		•	•					•	•		•
Alma Desk Co. P.O. Box 2250, High Point, NC 27261 (919) 885-4101	•	•	•	•		•	•				
American Seating Co. 901 Broadway, N.W., Grand Rapids, MI 49504 (800) 253-8104								•	•	•	•
Ames Color-File 21 Properzi Way, Somerville, MA 02143 (617) 776-3360			•	•				•	•		•
Arnold Action Furniture 909 Clinton Ave., Irvington, NJ 07111 (201) 373-3100			•					•	•	•	•
Artopex Inc. 2121 Berlier St., Laval, Quebec, Canada H7L 3M9 (514) 332-4420		•					•		•	•	•
Belflow Systems Inc. 904 Brighton Lake Rd., Brighton, MI 48116 (313) 227-4034		•	•					•			
Benedetti Corp. 1500 S. Evergreen Ave., Los Angeles, CA 90023 (213) 261-3000									•	•	•
Borroughs, Div. Lear Siegler Inc. 3002 N. Burdick St., Kalamazoo, MI 49007 (616) 342-0161							•		•	•	•
The Brayton Intl. Collection P.O. Box 7288, 255 Swathmore Ave., High Point, NC 27264 (919) 434-4151							•		•	•	•
Brentford Mfg. 9715 Soreng Ave., Schiller Park, IL 60176 (312) 678-2545		•					•				
Cole Business Furniture Div. Joyce Int'l 640 Whiteford Rd., P.O. Box M-26, York, PA 17405 (717) 854-1545		•					•	•	•		•
Corry and Hiebert 511 E. John W. Carpenter Freeway, Irving, TX 75062 (214) 506-9500		•						•	•		•
Datum Filing Systems 270 Adams Blvd., Farmingdale, NY 11735 (516) 293-4650 (800) 828-8018					•	•		•			
Delco Associates Inc. 55 Old Field Pt. Rd., P.O. Box 423, Greenwich, CT 06830 1 (800) 243-8528						•	•	•	•		•
Denstor Mobile Storage Systems 24715 Crestview Ct., Farmington Hills, MI 48018 (313) 473-9211		•	•				•	•			
Eagle Computer Furniture Systems 1808 Holste Rd., Northbrook, IL 60062 (800) 223-3962		•					•				
Esselte Pendaflex Corp. 71 Clinton Rd., Garden City, NY 11530 (516) 741-3200	•	•	•	•				•	•	•	•
Filing Equipment Corp. P.O. Box 457, Ringgold, GA 30736 (800) 241-5246	•	•	•	•			•	•	•		

Filing Co. Name, Address, & Phone #	Automated	Mobile Systems: Manual	Mobile Systems: Mechanical Assist	Mobile Systems: Power	Rotary Systems: Power	Rotary Systems: Manual	Type of System: Modular	Type of System: Expandable	Type of System: Lateral	Type of System: Pedestal	Type of System: Computer Support
Fire King International 900 Park Pl., New Albany, IN 47150 (812) 948-8400							•	•	•		•
GF Furniture Systems 4944 Belmont Ave. P.O. Box 1108 Youngstown, OH 44501 (216) 759-8888							•	•	•	•	•
G/O Furniture, Inc. 2392 E. 48th St., Los Angeles, CA 90058 (213) 589-9181 & (800) 572-1530		•							•	•	•
Gunlocke Co. One Gunlocke Dr., Wayland, NY 14572 (716) 728-5111		•						•	•		•
Hamilton Sorter Co. 3158 Production Dr., Fairfield, OH 45014 (800) 543-1605		•				•	•		•		
Harbor Universal, Inc. 1900 Marina Blvd., San Leandro, CA 94577 (415) 352-2100									•	•	•
Haskell of Pittsburgh, Inc. 231 Haskell Ln., Verona, PA 15147 (412) 828-6000								•	•	•	•
Hausman Ind., Inc. 130 Union St., Northvale, NJ 07647 (616) 392-5961		•					•		•	•	•
Haworth Inc. One Haworth Center, Holland, MI 49423 (616) 392-5961		•					•				
Hesco Industries, Inc. P.O. Box 7, Charleston, IN 47111 (812) 256-3323									•		•
High Point Furniture Ind. Corporation Dr., P.O. Box 2063, High Point, NC 27261 (919) 431-7101									•		•
The HON Co. 200 Oak St., Muscatine, IA 52761 (319) 264-7100		•					•	•	•	•	•
Invincible Metal Furniture 26 & Franklin Sts., P.O. Box 607, Manitowoc, WI 54220 (414) 682-4601							•	•	•	•	•
JGF Furniture Systems Inc. **Div. of Burlington Industries** 121 Park Ave., Quakertown, PA 18951 (215) 536-7343							•		•	•	•
Kardex Systems Inc. P.O. Box 171, Marietta, OH 45750 (800) 848-9761	•	•	•	•	•		•		•		•
Kimball Office Furniture Co. **Div. Kimball Intl.** 1600 Royal St., Jasper, IN 47546 (812) 482-1600		•					•		•	•	•
Knoll Int'l 655 Madison Ave., NY, NY 10021 (212) 219-6540								•		•	•
Lehigh-Leopold, Div. Joyce Int'l One Joyce Dr., Burlington, IA 52601 (800) 553-2371							•	•	•	•	•
Library Bureau Inc. 801 Park Ave., Herkimer, NY 13350 (315) 866-1330		•	•	•							•
Lista International Corp. 106 Lowland St., Holliston, MA 01746 (617) 429-1350		•	•	•			•	•	•	•	•

Filing Co. Name, Address, & Phone #	Mobile Systems			Rotary Systems		Type of System					
	Automated	Manual	Mechanical Assist	Power	Power	Manual	Modular	Expandable	Lateral	Pedestal	Computer Support
Lundia 600 Capitol Way, Jacksonville, IL 62650 (217) 243-8585		•	•	•			•	•			
Harry Lunstead Designs, Inc. 8655 S. 208, Kent, WA 98031 (206) 872-8835							•	•	•	•	•
Magna Designs, Inc. 5804 204th St. S.W., Lynnwood, WA 98036 (800) 622-6273							•		•	•	•
Marvel Metal Products Co. 3843 W. 43rd St., Chicago, IL 60632 (800) 621-8846		•					•			•	•
Meridian Inc. 6830 Grand Haven Rd., Spring Lake, MI 49456 (616) 846-0280		•					•	•	•		•
Metalstand Co. 11200 Roosevelt Blvd., Philadelphia, PA 19115 (215) 673-5300											
Herman Miller 8500 Byron Rd., Zeeland, MI 49464 (616) 530-4042		•					•				
Modern Mode Inc. P.O. Box 5555, San Leandro, CA 94577 (415) 568-6650									•	•	•
Montel Inc. 225 4th Ave., Box 130, Montmagny, Quebec, Canada G5V 355 (418) 248-0235		•	•	•			•	•			
Montisa Office Furniture Div. Northland Corp. 701 Ranney Dr., P.O. Box 114, Greenville, MI 48838 (616) 754-5601									•		•
Office Specialty 440 N. Wells St., Chicago, IL 60610 (312) 661-0067							•		•	•	•
Panel Concepts P.O. Box C-25100, Santa Ana, CA 92799 (714) 979-3680								•	•	•	•
Plan Hold Corp. 17421 Von Karman Ave., Irvine, CA 92714 (714) 660-0400		•									
Precision Mfg. Inc. 2200 52nd Ave., Lachine, Montreal, Canada PQH8T2Y6 (514) 631-2120								•	•	•	•
Pro/File Systems 4711 W. Armitage, Chicago, IL 60639 (800) 962-4547 (312) 237-4000		•	•	•							
Richards-Wilcox 174 Third St., Aurora, IL 60507 (312) 897-6951	•							•			
Rose-Johnson, The Timber Line Collection 1111 Godfrey Ave. S.W., Grand Rapids, MI 49503 (616) 246-0246							•	•	•	•	•
SAFCO Products 9300 W. Research Center Rd., New Hope, MN 55428 (800) 328-3020		•					•		•		•

Filing Co. Name, Address, & Phone #	Mobile Systems				Rotary Systems		Type of System					
	Automated	Manual	Mechanical Assist	Power	Power	Manual	Modular	Expandable	Lateral	Pedestal	Computer Support
Sam Flax 111 Eighth Ave., New York, NY 10011 (212) 620-3000			•				•	•			
Shaw-Walker Co. P.O. Box 209, Muskegon, MI 49443 (616) 725-4200							•	•	•		•
Spacemakers, Inc. Foot of Cropsey Ave., Brooklyn, NY 11224 (718) 996-0700		•	•					•	•		•
Spacemaster Systems 1400 North 25th Ave., Melrose Park, IL 60160 (312) 345-2500			•	•							•
Space Saver Corporation 1450 Janesville Ave., Ft. Atkinson, WI 53538 (414) 563-6362	•	•	•	•			•	•	•		•
Springer Penguin, Inc. 11 Brookdale Pl., Mount Vernon, NY 10550 (914) 669-3200									•		
Stacor Corporation 285 Emmet St., Newark, NJ 07114 (201) 242-6600		•	•				•	•			•
Steelcase, Inc. 901 44th St., S.E., Grand Rapids, MI 49508 (616) 247-2710									•	•	•
Steven Leach Assoc. 2 Park Ave., 23rd Fl., New York, N.Y. 10016 (212) 689-9610	•						•	•	•	•	•
Storwal International 156 Front St. W., Toronto, Canada ON M512 (416) 862-1322							•	•	•	•	•
Stow and Davis, A Steelcase Co. 25 Summer N.W., Grand Rapids, MI 49504 (616) 246-4000									•	•	•
Supreme Equipment & Systems 170 53rd St., Brooklyn, NY 11232 (800) 345-4641		•	•	•			•	•	•	•	•
TAB Products Co. 1400 Page Mill Rd., Palo Alto, CA 94304 (415) 852-2400		•	•	•			•	•	•	•	•
Tiffany Stand & Furniture Co. 9666 Olive Blvd., St. Louis, MO 63132 (314) 991-1700		•							•		•
Voko U.S., Inc. 20 Greenway Plaza, Ste. 791, Houston, TX 77046 (713) 622-8656		•					•	•			
Westinghouse Furniture Systems 4300 36th St. S.E., Grand Rapids, MI 49508 (616) 949-1050							•	•	•	•	•
White Machine Co. 30 Boright Ave., Kenilworth, NJ 07033 (201) 272-6700	•		•	•	•			•			
White Office Systems Inc. 50 Boright Ave., Kenilworth, NJ 07033 (201) 272-8888	•	•	•	•	•		•	•	•	•	•
Wrightline 10 Gold Star Blvd., Worcester, MA 01606 (617) 852-4300									•	•	•

'BLUE WHALE' EXPANDS IN LOS ANGELES

Pacific Design Center adds 825,000 sq. ft. of space

At first, the huge, multi-storied new mart building with the blue glass exterior was dubbed "The Blue Whale." To most designers and sources in the West Hollywood area, it was more of a "white elephant," because it represented an enormous change in the way designers and specifiers did business with their sources and both were determined to ignore it—big as it was.

Now, 10 years after the Pacific Design Center (PDC) opened, it is not only a smashing success undergoing a spectacular expansion, but it is affectionately regarded by the design community, sources who are wait-listed to get in, and the outside community generally.

When the new expansion is complete, the 15-acre site at Melrose Avenue and San Vicente Boulevard will be transformed into a wonderland of multi-dimensional, colored-glass buildings—one blue, one red, one green.

To the contract design industry, the PDC expansion brings a collective sigh of relief. Located in the second-largest, fastest-growing market in the nation, the blue building (housing both contract and residential tenants) has been fully occupied since 1984. New and existing tenants who wish to expand are on a waiting list for more than 300,000 sq. ft. of additional showroom space.

"When the blue building was planned," says Murray Feldman, executive director, PDC, "the second floor was designated for contract tenants. But, as the contract industry began to explode, the second floor just wasn't enough. Some manufacturers, such as American Seating, Corry Jamestown (now Corry & Hiebert), and Haworth, moved onto the first floor. Steelcase, Stow & Davis, Shaw-Walker, and Hayes were among others who opened spaces on three. A major Allsteel showroom is now under construction on three as well."

When the PDC's celebrated $150 million, two-phase expansion is complete, 825,000 sq. ft. of showroom space will be added to the existing 550,000-sq.-ft. mart. Roughy one-half of that new space will be devoted to contract showrooms.

Currently, Phase II is under construction. Scheduled for completion in July, 1988, it will see the rise of the green-glass building, expanded dock facilities, 450-seat theater, and a seven-story parking structure. A planned, two-acre public plaza will contain a 6,000-sq.-ft. exhibition gallery and a 350-seat amphitheater. Phase III, expected to begin immediately upon completion of Phase II, will include the red-glass building and parking. In total, mart area will encompass more than 1.6 million sq. ft., and parking will be provided for 3,000 cars. Both new buildings will connect with the original through a first-floor lobby and third-floor terrace.

Fantastic setting enhances wares

In form, spirit, and substance, the PDC is unique among its peers. Distinguished by a shape and color that are at once arresting and arousing, this major piece of West Coast architecture offers manufacturers a fantastic setting from which to sell their wares. The original building was designed by Cesar Pelli, Cesar Pelli and Associates, New Haven, Conn., and its expansion is proceeding under the direction of Pelli, in joint venture with Gruen Associates, Los Angeles.

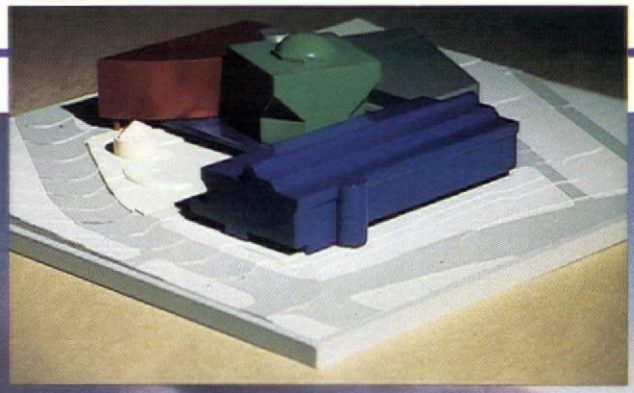
"The design of the blue building was an exciting and relatively simple process," says Pelli. "From conception through design, the original PDC structure was very clear in my mind. I saw it as a big, beautiful fragment sitting in the expanses of Los Angeles County. The design came to me in a very clear moment." At the time, Pelli had been experimenting with colored ceramic glass, and it was his work on the sculptural, brown-glass San Bernardino City Hall, San Bernardino, Calif., that inspired his work on the PDC.

"It was Pelli's contention, and we agreed, that the expansion had to project as strong an image as the original building," says Feldman. "The color, too, had to be as bold. The resulting red and green buildings are the two crown jewels in the PDC site."

Pelli, who upon first request nixed the expansion assignment because of his preoccupation with the World Financial Center in New York City, concedes that the expansion was no simple task. Its conception took a long time in coming and, on occasion, appeared hopeless.

"The difficulty was in trying to expand upon an idea that was conceived as a whole unto itself," says Pelli. "When plans for the blue building were submitted 15 years ago, the building was designed as a complete entity, although the site itself was to eventually undergo full development. To design an expansion, I had to dig deep within myself and learn to see the building not as a complete, single structure, but as a part of a major composition. The greatest difficulty was in redefining the building and learning to see it in a different light. It was an emotionally exhausting process, but at the end, it came quite clear in my mind what direction we had to take.

Shown opposite is the Blue Whale as it appears now, along with architect's model indicating additional facilities to be built. When completed, the mart will have over 1.3 million sq. ft. of space.



"During the process of learning to re-see the building," he adds, "there were moments of hopelessness. But, if one is a professional, one doesn't give up. The end of a design process can be very rewarding, invoking a sense of elation and security and giving a feeling of 'I can do anything'."

PDC assumes western leadership role

To Pelli, the PDC expansion design reflects more than the coming-of-age of Southern California's design market. "It is," he says, "symbolic of West Hollywood's status as a city." That status was determined by voters in 1984. "Previously," he explains, "the building was a singular figure floating on an endless space that was unincorporated land. And, just as that space is not endless anymore, having become a part of the City of West Hollywood, so, too, has the PDC site become sharply defined."

Pelli's design calls for several buildings to be situated around a public plaza. "The site," he says, "is a figurative space, defined by the sharpness of the blue plinth upon which the red and green buildings sit. By defining the expansion in three very bright materials and by using the same grid, it's as if I've redesigned the blue building. The expansion, however, will be more urbane."

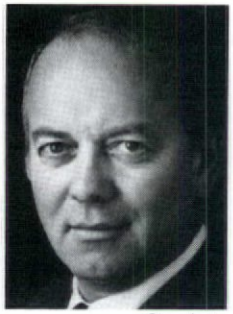
The PDC, owned and developed by the partnership of Birtcher Pacific, Laguna Hills, Calif.; Santa Fe Southern Pacific Corporation, San Francisco; and The World Wide Group, New York City, owes its emergence as a leader in the western architectural and design communities to more than just its drop-dead design. Under the guidance of executive director Feldman, the PDC pursues an active role within the professions it serves.

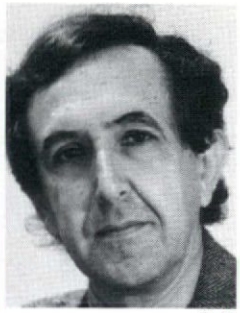
Its annual Westweek market, for example, has earned a reputation as a lively celebration of esthetics and intelligence, while showcasing a vast array of design resources. This imaginative approach to market was sparked when James Goodwin, director of marketing communications, joined the PDC's Program Planning Committee for Westweek in 1979. It is also an approach which—to the delight of PDC tenants and the community-at-large—has helped attract a growing number of design professionals from around the world. In fact, Westweek attendance has grown sevenfold since the market's inception in 1976. In 1986, 22,000 visitors were counted at the three-day event.

"Designers are professionals who must remain educated in their field," says Goodwin. "But, to attract people for three days, a market must offer something that goes beyond professional concerns, yet still meets professional needs. Inspiration, renewal, and challenge to thinking are important considerations when developing Westweek programs. This year, for example, we've created a big program that's themed around the brain."

Westweek 1987, to be held March 25-27, is billed as an


Feldman


Goodwin


Pelli

BLUE WHALE

Showrooms once resisted mart building

exploration into the style and substance of structures in architecture, interior and product design, as well as an exploration into the structure from which all of these created forms come: the human brain. Westweek will open with a presentation by Dr. Robert Ornstein, professor of human biology, Stanford University, and will feature an examination of the creative process and the process of lighting design.

Feldman, who has seen his dream of a major western market fulfilled with Westweek, says, "The idea of design events as markets is passé. Westweek is not an event to which people come once or twice a year to write orders. Rather, it is an opportunity for designers to be stimulated and, hopefully, challenged. It also presents an opportunity for designers to meet the executives of the companies they do business with."

Adds Goodwin, "Westweek is not just a market anymore. It's a coming together of people—people who share a lot of things in common, yet don't really have a lot of contact with each other."

On a local scale, the PDC is attempting to become a cultural center for the West Hollywood and expanded communities. It is doing so by offering year-round, cultural and informational programs which reflect local events and issues.

'They love it!'

And just what does the surrounding community think of the expansion? "They love it," exclaim Feldman and Goodwin in unison. But, while the "Blue Whale" and its green and red counterparts may be a source of pride in West Hollywood, this wasn't always the case. When plans to erect the showroom building were revealed in the early 1970s, the design community, largely a cottage industry, resisted.

Historically, the Beverly-Robertson area has been a design center since just after World War II. Prior to that time, the wholesale furniture and design industry was located in downtown Los Angeles. But, as rents rose, showrooms started to trickle west. A few textile showrooms moved into the area, and one attracted another.

"The PDC's genesis came from the motion picture industry," explains Feldman. "Set designers were asked to create interiors for homes in the nearby, affluent neighborhoods of Beverly Hills and Brentwood. That business helped generate the growth of this area as a decorative arts community because designers needed resources. For furniture, designers scrounged; for textiles, they went downtown."

Under the guidance of executive director Murray Feldman (far left), the PDC has achieved a position of leadership in the western architectural and design communities. James Goodwin, director of marketing communications, PDC (center), helped give new meaning to the concept of a design market when he joined the Westweek Program Planning Committee in 1979. Cesar Pelli, (right) Cesar Pelli and Associates, has nicknamed the Blue Whale's green counterpart which he is designing, the "Green Apple."

Feldman remembers that when he moved to Los Angeles in 1951, "There were already resources in the area that addressed themselves to designers. Herman Miller, for example, was located in a building designed by Charles Eames." The industry, comprised of many cottage showrooms, continued to grow through the '50s, and in the '60s design marts began springing up around the country. When plans surfaced to build a mart on the 15-acre "piece of nothing" at Melrose and San Vicente, the design community rebelled, fearing it would hasten the demise of the cottage industry. All along the streets, showrooms displayed signs in their windows which read, "We won't move."

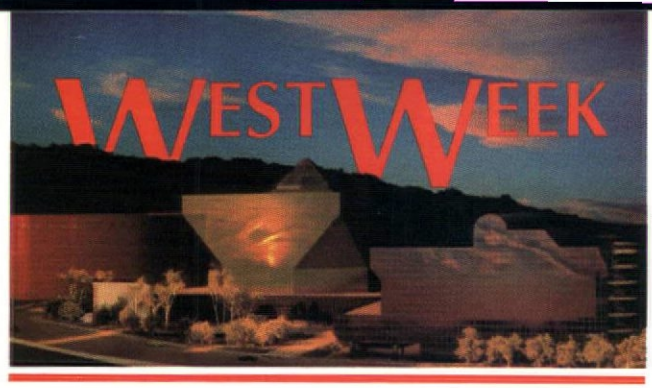
"The hostility was not just on the part of the showroom community," notes Goodwin. "Designers also resisted. They were used to parking on the street and running through a front door."

"But," adds Feldman, "as the industry grew, parking was becoming a problem. There was more need than there was facility."

The PDC's problems persisted even after it was built. When the building was trying to lease space, the country was in the midst of a deep recession. "It was tough going for a while," remembers Feldman. "I would call people on the telephone, and they'd hang up on me. It was all we could do to meet payroll."

When the PDC opened in March 1976, it was 25 percent occupied. "From a real estate viewpoint, we were a disaster," says Feldman. "The building also shocked the community. Here, in an area of one-story buildings, was this behemoth."

But, as the building began operating and the community experienced it and found that it functioned and worked, that shock was replaced with pride. Today, the PDC stands as a Los Angeles landmark in an area which boasts more than 3 million sq. ft. of designers and design-industry businesses. In fact, it has been so well accepted that most locals appear puzzled when asked about the Pacific Design Center. To them, it is simply the "Blue Whale." —*Dana Dubbs*



'STRUCTURES: STYLE & SUBSTANCE' IS WESTWEEK THEME

Most ambitious western furnishings market keyed on comprehensive seminar program and social events

Three days packed with outstanding seminars are keyed to the theme: "Structures: Style & Substance," the fifth annual Pacific Design Center Two (PDC 2) business conference featuring Malcolm S. Forbes Jr. Workshops, social events, and showroom events with outstanding product designers will highlight WestWeek in Los Angeles, March 25-27, 1987.

Carrying on a theme geared to the intellect of the designer, which was instituted by James Goodwin, PDC director of public relations, the PDC is assembling an array of design talents for the occasion. Mario Botta, Stanley Felderman, Piotr Sierakowsky, and Emilio Ambasz are among the participants.

Focus of the design exploration will be the human brain and its interaction in the design process, as well as explorations of the style and substance of structures in architecture, design, and products. The three-day event will open with *"The Amazing Brain,"* a discussion of the creative force in design, Wednesday March 25, led by Dr. Robert Ornstein, professor, Stanford U.

Other explorations will include the artist Christo, who will examine the artist's ability to restructure perception by creative interaction with both natural and man-made environments. Also, *Expressed Structures*, sponsored by the American Institute of Architects (AIA), Los Angeles Chapter, features British architect Norman Foster in an exploration of the remarkable technological achievements of the Hong Kong Shanghai Bank.

Variety of presentations offered

Dr. Paul MacCready, developer of the Gossamer aircraft and the mechanical Pterodactyl, (star of the Imax film, *On the Wing*) explores *Structures for Flight* in an IBD/Steelcase sponsored program. *Arcadian Structures*, also sponsored by AIA, features Emilio Ambasz, and a look at his plan for the 1992 Universal Exhibition in Seville and the Botanical Gardens in San Antonio.

Italian Style and Substance will examine designer Achille Castiglioni, while *Structures for Light* will explore of lighting designers Ernesto Gismondi, Ron Rezek, Richard Sapper, Piotr Sierakowsky, and Philippe Starck.

French Style & Substance features individual presentations by leading product and interior designers Andrée Putman and Philippe Starck, followed by a dialogue. *Structuring Hospitality*, sponsored by PDC 2, will examine the restaurant creations of architects Michael Rotondi, Paul Haigh, and Stanley Felderman; stylist Barbara Lazaroff; and entrepreneur Michael McCarty. *Structuring Visual Language* examines the creative potential of linguistics demonstrated in the photography of Karl Toth and the graphic and product designs of Kathy and Michael McCoy, three faculty members of the Cranbrook Academy.

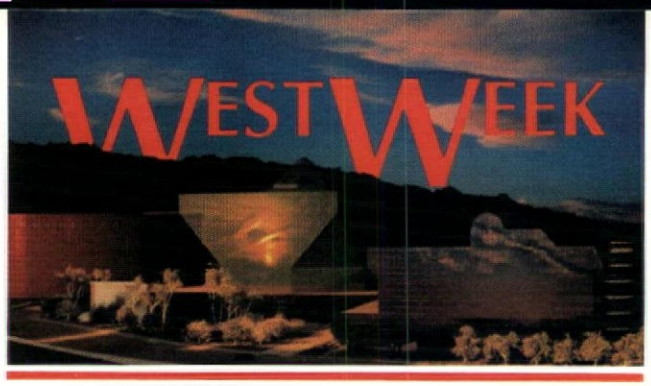
Innovative California architect, John Lautner, in *Lyrical Technology*, and architect Mario Botta, in *The Cube and Beyond*, explore the diversity of structural expression. *Structures in Transit* features Italian architect Evaristo Nicolao and examines the unique structure created in the Colosseum.

The fifth annual PDC 2-sponsored Business Conference, *Structuring Success*, opens on Thursday morning, March 26th. Part I features Malcolm S. Forbes Jr. in *Redesigning the Economy*, a Forbes analysis of the components necessary for economic success. Part II, *Communications, Criteria, and Control*, features a case history of Equitable's new headquarters, the Equitable Tower, in New York. Architect Randolph Gerner and designer Judy Swanson of Kohn, Pedersen, Fox, Conway, together with Equitable's project director, will analyze the communication process that led to this symbol for a new Equitable.

On Friday morning, the Pacific Design Center in cooperation with ASID will present *Structuring Creativity*, a full morning's workshop on the creative process. Author, Tony Buzan, creator of Mind Maps, will challenge architects and designers to exploit the structural potential of their minds in *Use Both Sides of Your Brain*.

Artist Christo speaks again on Friday on *Structuring Perception*, a look at the conceptual foundation of Pont Neuf Wrapped, Surrounded Islands, and Running Fence. Christo will examine the artist's ability to restructure perception by creative interaction with both natural and man-made environments.

WestWeek 1987 closes on Friday evening with *The Party*! This festive celebration is scheduled for the new Robert O. Anderson Wing, created by the architectural firm of Hardy, Holzman, Pfeiffer for the Los Angeles County Museum of Art. The celebration features cocktails, hors d'oeuvres, dancing and a private viewing of the inaugural installation of the museum's major collection of contemporary art.



Wednesday, March 25

10:00 am - 11:00 am
Conference Center

THE AMAZING BRAIN
Whether viewed as a biological organ, a supercomputer, or simply a miracle, the human brain is one of the most amazing things in the universe. An analysis of the structural source from which mankind's created structures originate.

11:15 am - 12:15 pm
West Hollywood Auditorium

EXPRESSED STRUCTURE
An exploration of Foster Associates' remarkable technological and aesthetic achievements in the creation of the Hong Kong Bank.

12:30 pm - 1:30 pm
Conference Center

STRUCTURES FOR FLIGHT
Creator of the human powered Gossamer Condor and Gossamer Albatross, the solar powered Gossamer Penguin, and the flying replica of the extinct pterodactyl *Quetzalcoatlus northropi* (star of the Imax film *On the Wing*) shares a unique understanding of flight structure.

1:45 pm - 2:45 pm
West Hollywood Auditorium

ARCADIAN STRUCTURES
Examines the 'Arcadian' concepts embodied in the San Antonio Botanical Gardens and in the Master Plan for the 1992 Universal Exposition in Seville to celebrate the 500th anniversary of the discovery of America.

3:00 pm - 4:00 pm
Conference Center

LYRICAL TECHNOLOGY
An analysis of forms that have been stretched to their technological and conceptual limits by this poet-as-architect.

4:15 pm - 5:15 pm
West Hollywood Auditorium

THE CUBE & BEYOND
Examines variations on the theme of cubic volumes, the Ticino Villas and their transformation in the structural confrontations of recent work.

3:00 pm - 9:00 pm
Member showrooms

SPECIAL EVENT:
THREE BLOCK PARTY
Melrose Avenue, Robertson, and Beverly Boulevard showrooms host an area open house featuring cocktails, hors d'oeuvres and an opportunity to enter a drawing for several special prizes, including a grand prize deluxe Paris vacation for two. Entry tickets will be available in all member showrooms, on shuttle buses and at the WESTWEEK information booth in the PDC lobby. To be eligible, entry tickets must be stamped by 20 member showrooms. Drawing for the prize will be held at The Party! on Friday evening. Winner must be present. A map identifying member showrooms and containing drawing entry instructions will be in the WESTWEEK packet.

Thursday, March 26

9:00 am - 11:30 am
West Hollywood Auditorium

STRUCTURING SUCCESS:
A CONFERENCE FOR THE CORPORATE EXECUTIVE
An analysis of the communication process that enabled Equitable to achieve its remarkable new headquarters, Equitable Tower in New York; a technologically efficient executive facility, housed in an emotionally sympathetic environment. A striking lesson in 'High Tech, High Touch.'

12:00 - 1:30 pm
Conference Center

STRUCTURING VISUAL LANGUAGE
Examines the potential of linguistics to generate graphic design, products, interiors, and photographic images.

1:45 pm - 3:45 pm
West Hollywood Auditorium

FRENCH STYLE & SUBSTANCE
Two French masters of design share their design process and debate aesthetics.

4:00 pm - 5:30 pm
West Hollywood Auditorium

STRUCTURING HOSPITALITY: THE DESIGN PROCESS
A look at the design process involved in the creation of five spectacular restaurants.

6:00 pm - 8:30 pm
PDC showrooms

HOSPITALITY EVENTS
No one will be admitted to Pacific Design Center for these evening events without either an invitation from the host showrooms or a WESTWEEK registration badge.

Friday, March 27

9:00 am - 11:30 am
West Hollywood Auditorium

STRUCTURING CREATIVITY
A full morning's workshop on the creative process. Architects, designers, and executives will be challenged to exploit the structural potential of their minds, discovering dynamic connections that fuse intuition with reason and multiply creativity.

11:45 pm - 12:45 pm
Conference Center

ITALIAN STYLE & SUBSTANCE
An Italian master of design shares the knowledge of process gained from a lifetime of creative work.

1:00 pm - 2:30 pm
West Hollywood Auditorium

STRUCTURES FOR LIGHT: THE DESIGN PROCESS
Six lighting designers share the uniqueness of their creative process.

2:45 pm - 3:45 pm
Conference Center

STRUCTURES IN TRANSIT
Examines the unique contemporary structure developed from archaeological research to house the Italian design exhibit *1919-1939* in the Roman Colosseum.

4:00 pm - 5:00 pm
Conference Center

STRUCTURING PERCEPTION
A demonstration of the artist's ability to re-structure perception through creative interaction with natural and man-made environments. A look at the conceptual foundation of the *Pont Neuf Wrapped, Surrounded Islands,* and *Running Fence.*

7:00 pm - 10:30 pm
Robert O. Anderson Wing
L.A. County Museum of Art
5905 Wilshire Boulevard

THE PARTY!
A reception in the new Robert O. Anderson Wing, created by the architectural firm of Hardy, Holzmann, Pfeiffer for the Los Angeles County Museum of Art. The celebration features cocktails, hors d'oeuvres, dancing, and a private viewing of the inaugural installation of the museum's major collection of *Twentieth Century Art, Nineteenth-Century French Drawings from Rotterdam,* and *Inventories and Transformations: The Photographs of Thomas Barrow.*

First Floor Rotunda
L.A. County Museum of Art

CHARLES AND RAY EAMES: DESIGN AS PROCESS
Sponsor:
Los Angeles County Museum of Art

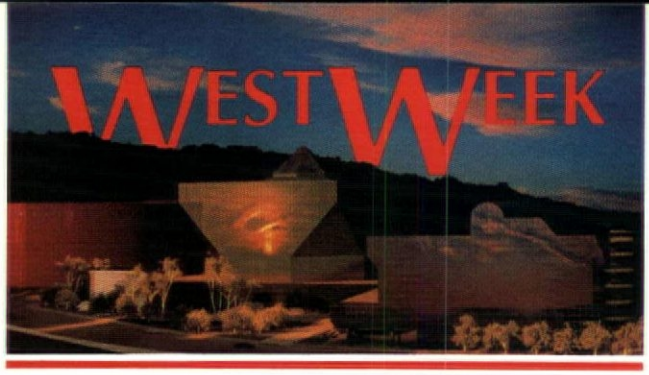
First Floor Rotunda
L.A. County Museum of Art

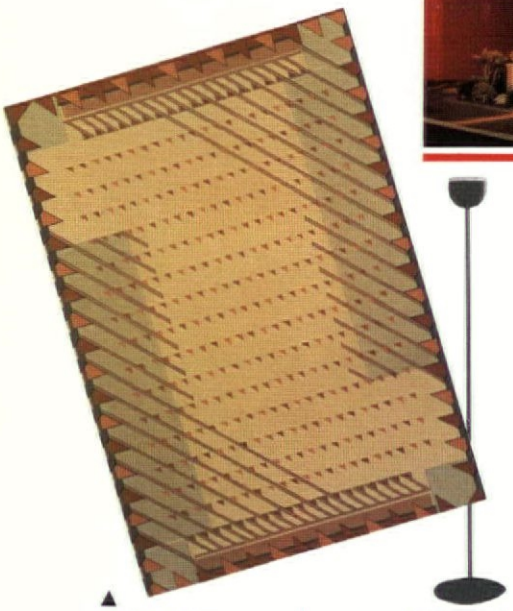
PACIFIC DESIGN CENTER EXPANSION
Exhibit Designer:
Bernard Kester

SPECIAL THANKS

Pacific Design Center extends a special thanks to members of PDC 2, the contract manufacturers association for their enthusiastic support of WESTWEEK.

American Seating Company, space 134
Arc-Com Fabrics, Inc., space 241
Artemide/Ron Rezek, space 266/268
Atelier International, Ltd., space 235
Beelner & Thomas, space 256
Ward Bennett Designs for Brickel Associates, space 260
Corry-Hiebert, space 110
DesignTex Fabrics West, space 213
Executive Office Concepts (EOC), space 263
The Gunlocke Company, space 210
Harbor Universal Inc. and Benedetti Corporation, space 255
Haller Systems, space 257
Harter Corporation, space 261
Haworth, Inc., space 193
Hayes Manufacturing Co., Inc., space 357
ICF, Unika-Vaev USA, space 239
iil international, space 253
Kasparians, Inc., space 270
Kimball & Artec, space 230
Knoll International, Inc., space 203
Krueger, space 226
Maharam, space 370/374
Herman Miller, Inc., space 229
Pacific·A Division of Pacific Furniture Mfg. Co. (residential) & Condi·A Division of Pacific Furniture Mfg. Co. (contract), space 219
Scandiline, space 222
Steelcase, Stow & Davis, space 305/380
Stendig International, Inc., space 201
SunarHauserman, space 206/207
Westinghouse Furniture Systems, space 250

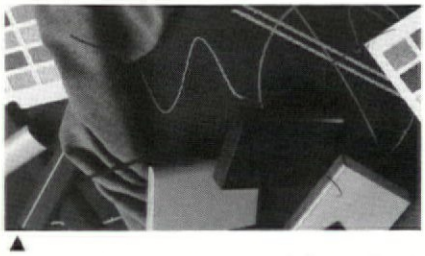




▲ **Schumacher**—From the Frank Lloyd Wright Collection, "Imperial Triangle," is a 100 percent wool rug, which can be hand made to any size (minimum 6- by 9-ft.). **Circle No. 357.**



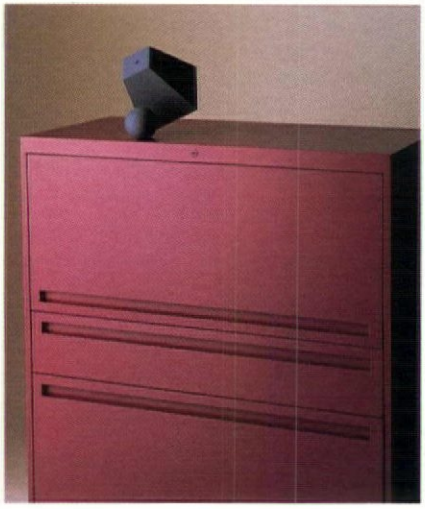
▲ **Mueller**—"Soft Bentwood" series 3900 is an occasional table with softened lines and edges. Leg base is of laminated maple with oak or walnut veneers. Unit features radius edge and mitered corner details. Insert top can be specified as wood veneer or glass (as shown), stone, or plastic laminate. **Circle No. 358.**



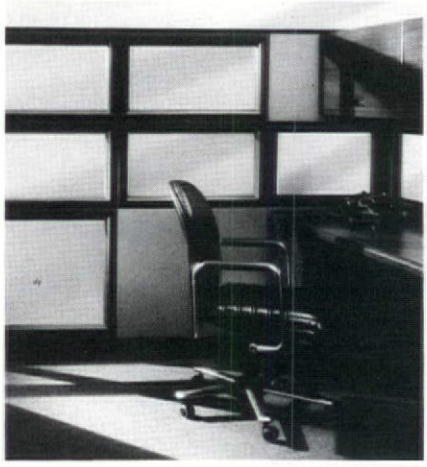
▲ **Artec**—With new colors and shapes for its business furniture system, the company offers a total of 19 opaque color finishes. New colors are "Dove Gray,' "Jury Blue," "Lavender," "Pearl White," and "Ultragreen." All colors can be specified for top cap, connectors, end posts, raceway covers, and non-raceway panel bases. **Circle No. 355.**

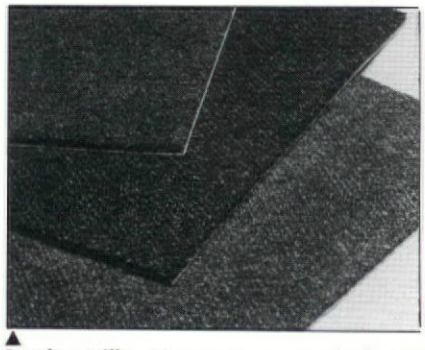
Koch + Lowy—Flip F-5004, P-54, or W-54 floor or wall lamp features black or white glass: White with clear reveal or Burgundy with orange reveal. High intensity, 250-watt double envelope halogen lamp enhances burgundy color when lit. **Circle No. 359.**

◀ **Allsteel**—Complete color freedom is offered in the Spectra-One lateral file line, enabling color-coordination with any office palette. The line may be specified in any commercially available paint color. **Circle No. 352.**



▼ **Harter**—Segmented panel, including window- or pass-through panel segments, is combined with fabric-wrapped segments, which can be ordered in almost limitless variations. It will be displayed as part of the Task Furniture System. **Circle No. 351.**





▲ **Bentley Mills**—"Sussex Squares" of Ultron® 3D nylon is made in cut pile. This 12-in. carpet square has a non-directional pattern designed to camouflage seams. Pattern is offered in 25 colorations and is also available in matching broadloom. **Circle No. 360.**



▲ **GF Furniture Systems**—Stratum Desk in steel allows user to add layers of color and function. A combination of bridges, cabinets, and display shelves offer adaptability and vertical storage capabilities of panel-hung components in a freestanding product. **Circle No. 361.**



▶ **Jack Lenor Larsen**—Blaser Chair, latest introduction of Neo-Modernistic seating, is crafted of tubular steel and structural leather. It is cantilevered from a sled base to provide seat and armrest resiliency. Available in a range of metal and leather finishes. **Circle No. 362.**

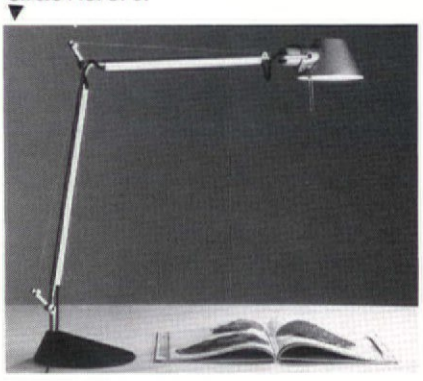


Beelner & Thomas—The Moderne chair is designed by Fran Hernandex as a graceful wood, upholstered chair that is comfortable for pull-up or conference use. It functions well as a stacking chair and is available in a variety of oak finishes. **Circle No. 376.**

Herman Miller—Spring table designed by Bruce Burdick is furnished both round and rectangular in sizes ranging from 42- to 60-in. and 36- by 60-, to 48- by 96-in. respectively. It also is available in a 42- by 42-in. square. Legs are steel structural cores encased in self-skin urethane with integral color. Table feet are die-cast aluminum and have leveling capability. **Circle No. 371.**



Artemide—Tolomeo table lamp is a fully adjustable task lamp in polished aluminum. Base is furnished in black die-cast alloy. **Circle No. 370.**



Maharam—Wood Jaspe is part of Jacquard Cubicles collection and consists of 100 percent wool, 54-in. upholstery fabric incorporating multicolor marl yarns. Weave technique adds interest and dimension to pattern. It is available in 32 color combinations. **Circle No. 363.**



Brickel—Ward Bennett has designed a "true chameleon" cloth—Brigadoon. The fabric changes personality as often as it does its dots. It has the soft feel and texture of a traditional Irish handloomed fabric, yet its broken twill-and-dot construction and its offbeat color combinations add up to a dimensional statement. Twenty-three colorways and fire retardant design offer versatility. Fabric combines SEF modacrylic and nylon. **Circle No. 374.**





Fixtures Furniture—Delos includes cantilever base or four-legged armchairs that complement the swivel-tilt manager's chair. Lounges are available in an 18-in. seat height, especially needed for healthcare, as well as optional lower height. Elastic webbing supporting seat and back construction assures comfort over extended periods. **Circle No. 377.**

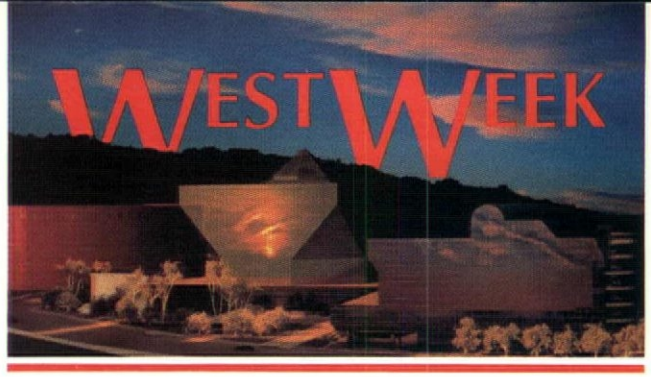


Steelcase—Sensor, developed and manufactured after three years of collaboration with West German industrial designer Wolfgang Mueller-Deisig, offers self-adjustment to all body types and weights. It is scaled in three distinct sizes and offers exceptionally small or large office workers a chair sized to fit their individual needs. All three sizes have the same degree of technology, comfort, and performance. It is available in mid- and high-back models. **Circle No. 367.**

DesignTex—Dartmouth is a multi-colored, small-scale geometric pattern, encompassing five different colors in each of 12 colorways. It has high abrasion resistance. **Circle No. 353.**



Lee Jofa—"Seurat" is a richly-textured hand-woven upholstery fabric from the "COM Collection." It is of handspun 97 percent merino wool with a three percent addition of nylon for added durability. In each of five colorways, the dense weave creates a neutral, off-white grid with filling yarns of three different colors. **Circle No. 379.**



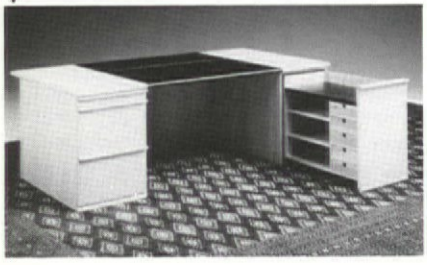
Ben Rose—Schematix is a new fabric design by Rob Rose that combines geometric shapes and complimentary colorations. It is hand screened and features linear graphics. The line is furnished 48-in. wide, in one, two, or three color combinations. Fabric is inherently flame retatrdant. **Circle No. 369.**



Kusch USA—Bitsch lounge chair is one of three lines being introduced. It features chrome accented black leather upholstery, ergonomic design, and contemporary solid base. **Circle No. 386.**



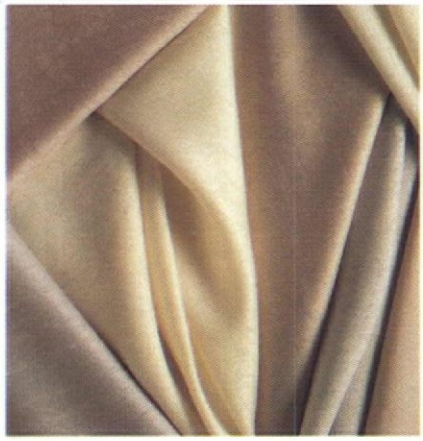
iil Intl.—Mobila Series, designed by Manfred Petri, is a series of trolleys designed for various functions, including a personal computer lifting mechanism. Trolley pulls out of desk for use when working and recedes into desk when not wanted. Top is divided into three sections that can be specified in wood, leather, marble, or granite. **Circle No. 387.**



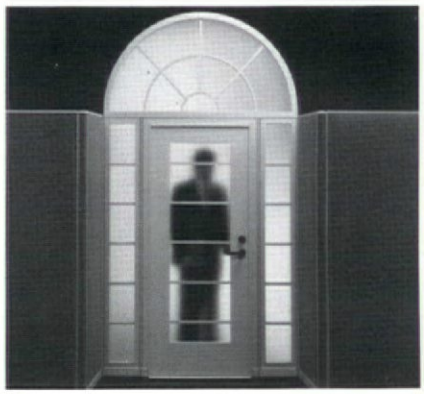
Atelier Intl.—Duo Armchair has two back design options and is available in a wide range of color and finish options to meet many commercial and corporate dining applications. Designed by architect Werther Toffoloni and manufactured in the U.S. under license from IBIS of Italy, the chair is solid beechwood construction. One back features vertical wooden dowels; the other a padded bentwood panel. **Circle No. 382.**



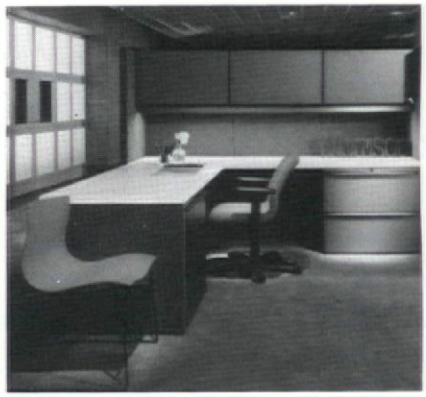
D.S. Brown—Solid Beechwood chair, modern 124, is steam bent and finished in natural, walnut, rosewood, mahogany, black, gray, rose, aqua blue, or white stains. It incorporates foam over layers of veneer. **Circle No. 388.**



Arc-Com Fabrics—Neoclassic Wools is an executive jacquard drapery collection designed for upper management, reflecting a trend toward soft window treatments. Luxurious satin finish and superset luster make it an ideal product for architectural styles. Nine patterns are available in four colorways each. **Circle No. 372.**



Haworth—Architectural Elements™ permits the creation of interior architecture within the open office. It is comprised of geometric glazed and fabric-covered panels, fanlights, and single and French doors. The system is available with TriCircuit ERA-1® electrical system or with Power Base™ new eight-wire electrical system with multiple dedicated circuits. **Circle No. 385.**



Knoll—Morrison system adapts to all requirements of the full-function office. It has a comprehensive range of components based on a 6-in. module that can be used to create both open office plans and freestanding furniture. Freestanding vertical panels are available in four heights, provide acoustical barriers, and support heavy loads. Finishes include 17 families of textiles, three plastic laminates, and seven techgrain veneers. **Circle No. 373.**

Tropitone—Seychelle is crafted of exclusive triangular tubing, combined with round tubing to create a distinctive stacking chair. It has wide arm rests and does not have end bars at the knees, feet, and head. **Circle No. 384.**

Shaw-Walker—The newly introduced Volante seating line provides a complete selection of economically priced, ergonomic office chairs. The line features contoured seats and lumbar supports, as well as polymer armrests. Seating also comes in either "spinlift" manual or pneumatic height adjustment capability. Four models include management, task, professional, and secretarial. Both swivel and swivel/tilt options are available. **Circle No. 366.**

▶



Domore—Radius/Square desk collection by Robert DeFuccio has been expanded to include an executive wall unit. Hidden storage for CRT is offered, as well as pull-out shelf complete with Lazy Susan, permitting viewer to rotate CRT to desired viewing angle. Available in 16 wood finishes. **Circle No. 365.**

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Executive Office Concepts—"Axiom," a transitional-styled collection of more than 100 desks, credenzas, workstations, conference tables, files, bookcases, storage and wardrobe stations, and support units will be displayed. **Circle No. 350.**



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Kasparians—Sutton Panel Chair is furnished with matching or contrasting upholstery to proivide elegance or accent. Designed by George Mahoney, the Panel chair is a more formal version of the Sutton chair, which comes with exposed hardwood legs. **Circle No. 381.**

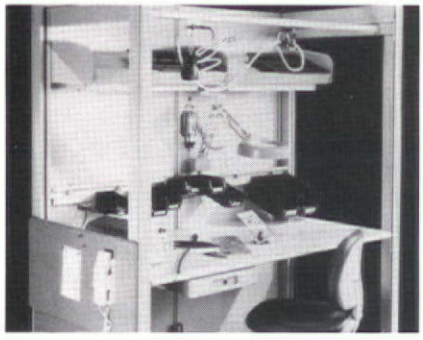


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Kimball Intl.—Avenue is a selection of multipurpose seating in 14 models, each with a distinctively stitched backrest. Seat is 23⅛-in. wide 35½-in. high, and weighs less than 40 lbs., allowing for easy stacking. **Circle No. 354.**

American Seating—Multi-environmental System® provides task-tailored support for technical areas and laboratories, as well as offices. Specialized components include anti-static worksurfaces, overhead tool trolleys, pick bin supports, and magnifying task lights. **Circle No. 378.**

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Krueger Intl.—Jochen Hossman's "Butterfly Chair" has asymmetric back and energetic, but simple curves. It is ideal for restaurants, executive dining, and other areas requiring both sturdy and distinctive seating. Beechwood frame is available in nine high-gloss lacquered finishes and four wood stains. Foam-covered plywood backrest and seat can be upholstered in fabric, leather, or customer's own materials. Seat height is 17 in., seat width is 20½ in., and the overall height is 34 in. **Circle No. 364.**

Corry-Hiebert—Symphonics is a totally new colors/finishes/materials program created by Kristl H. Reinhardt. It is designed to help specifiers to better coordinate contract furniture. **Circle No. 383.**

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▲

Stow & Davis—New Edgewood casegoods line combines traditional craftsmanship with innovative design. The line features mitred tops and fine detailing with components that fully accommodate office automation. Integral pulls and coordinated hardware enable Edgewood units to adapt to a wide variety of work environments. Finishes include cherry, walnut, and white oak. Trim colors are offered in chrome, bronze, or black. **Circle No. 368.**

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Corporate Offices	5,000	Total	54,500

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Gary Puro, Associate Publisher / Advertising Sales Manager
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VINYL FLOOR MEETS HOSPITAL STANDARDS

Armstrong has introduced a 6-ft.-wide vinyl floor entitled "Medintech" for use in areas where strict standards of cleanliness must be maintained, such as laboratories, operating rooms, and clean rooms. Medintech is designed to be more stain-resistant than similar floors. **Circle No. 394.**



Armstrong

TABLE COLLECTION FEATURES RADIUSED-EDGE DETAIL

Athena is a new occasional table grouping from **Helikon,** designed by Dan Bailey. Tables feature radiused edge detail on a solid wood frame. Top panels are available in glass, marble, or veneer. **Circle No. 393.**



Helikon

ITALIAN FURNITURE LINE WILL BE DISTRIBUTED IN THE U.S.

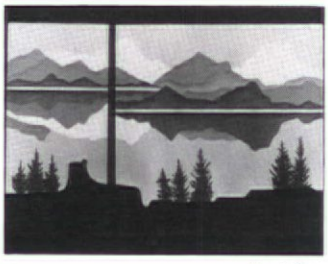
Beginning in March 1987, **Nicoletti Italia** will be the exclusive American distributor of the Sormani furniture production, The collection encompasses casegoods, tables, seating, modular wall units, and furniture for executive and general offices. **Circle No. 411.**



Domus Italia

FURNITURE IS TRANSITIONAL, NOT TRENDY

The 110 series of seating from **Domus Italia** is a small-scaled collection of armchair, two- and three-seat sofas that fill a need for transitional furniture that is not trendy. Furniture features fully upholstered seat, back, and arm and a solid wood frame. **Circle No. 391.**



Brejtfus

MULTI-PANEL MURAL FEATURES 45 COLORS

Brejtfus Business Environments, Inc. has introduced "Echo Canyon" and several other multi-panel murals. Overall dimension of "Echo Canyon" is 4-ft. by 6-ft., and includes 45 colors. **Circle No. 408.**

WOOD PLAN FILE STORES LARGER-SIZE DOCUMENTS

Mayline's horizontal wood plan file is now available in three sizes, including one which will accommodate papers as large as 36- by 48-in. Two other sizes store 24- by 36-in. and 30- by 42-in. papers. Each drawer has a hardwood bottom, solid oak handles, a 4-in. rear hood, and black metal card holder. **Circle No. 413.**

COMPUTER SUPPORT LINE AIDS IN OFFICE EFFICIENCY

The CompuTech line of adjustable computer support and workstation furniture from **Krueger, Inc.** is designed for greater efficiency in today's electronic office. Line has been expanded to include new storage modules and a universal printer stand. Products feature tubular steel construction, chrome-plated adjustable glides, and high-density, heat-resistant tops. **Circle No. 399.**



Krueger

DOOR REFURBISHING SYSTEM OFFERS CLASS A FLAME RATING

S.R. Wood, Inc. has introduced "Doormate," a specially manufactured flexible wood veneer for application to any solid or hollow core interior door. Door refurbishing-system is Class A flame-rated, and over 50 types of wood veneers are available. **Circle No. 412.**



Commonwealth Contract

FURNITURE WORKS IN TODAY'S ELECTRONIC OFFICE

The Surry Series from **Commonwealth Contract Furnishings** is constructed in solid cherry, six different finishes are available. Choice of over 100 fabric designs is offered. **Circle No. 406.**

TASK SEATING OFFERS HEIGHT ADJUSTMENT

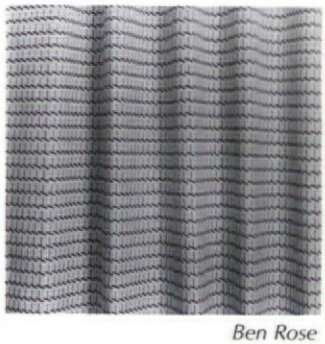
Action Plus task seating series from the **Plan Hold Corporation** is available in choice of three fabric colors—brown, red, and black. Chairs feature fingertip pneumatic height adjustment, backrest adjustable for height, angle, and back support tension, and durable construction. **Circle No. 403.**



Plan Hold

DRAFTING SYMBOLS INSPIRE FABRIC PATTERNS

The Schematix Collection, a print group by Robert Rose for **Ben Rose, Inc.,** takes its inspiration from symbols and terminology of the drafting trade. These patterns are small-repeat, linear designs which can be hand-screened on a variety of the company's inherently flame-retardant drapery fabrics. Fabrics are offered in over 70 print colors and are 48-in. wide. **Circle No. 409.**



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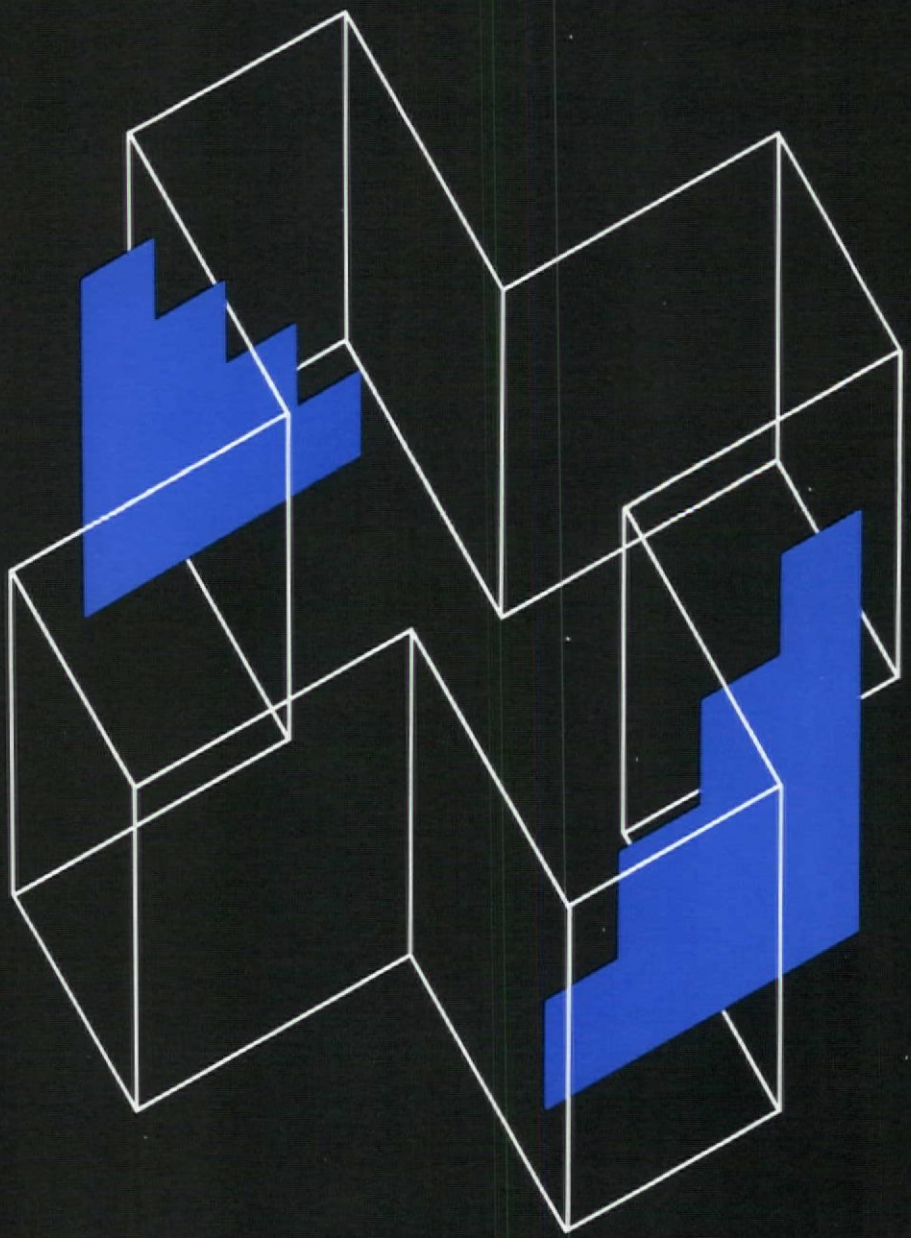
Circle 48 on reader service card

IBD

In the Business of Design

Positive Changes. This year the 3rd Annual IBD National Conference will focus on the future of the rapidly changing interior design profession. Buck Rodgers, former vice president of Marketing for IBM and prominent designers, educators and business specialists will share their perspectives June 8 - 9 at the Holiday Inn, Mart Plaza, Chicago, Illinois. It should be positively fascinating.

For conference and membership information, contact: Institute of Business Designers, National Office, 1155 Merchandise Mart, Chicago, Illinois, 60654. 312/467-1950.



Speaker Buck Rodgers sponsored by J & J Industries, Inc. Design, Eisenberg Inc./Dallas

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SAFCO LITERATURE AND PRINTOUT ORGANIZERS

NEW SAFCO Steel E-Z Stor® Organizers



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Safco's new Deluxe 9200 Series E-Z Stor Organizers feature a sturdy all steel frame with steel shelves and dividers. Doublewall construction gives the organizers unequalled strength and a fine furniture appearance.

An efficient new design with fewer parts makes these organizers quick and easy to assemble. They go together in only minutes and are so durable that they'll last a lifetime.

Safco Deluxe 9200 Series E-Z Stor Organizers feature a choice of Black or Tropic Sand baked enamel finish.



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26 INCH HIGH 25¾"H **DESK TOP STYLE**	**SAFCO #9211** $130.00 Dimensions: 25 ¾"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 18,000 sheets	**SAFCO #9251** $159.00 Dimensions: 25¾"H x 37 ⅝"W x 15 ⅞"D Capacity: Approx. 18,000 sheets	**SAFCO #9213** $125.00 Dimensions: 25 ¾"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 9,500 sheets
36 INCH HIGH 36½"H **DESK SIDE STYLE**	**SAFCO #9221** $156.00 Dimensions: 36 ½"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 27,000 sheets	**SAFCO #9261** $189.00 Dimensions: 36 ½"H x 37 ⅝"W x 15 ⅞"D Capacity: Approx. 27,000 sheets	**SAFCO #9223** $150.00 Dimensions: 36 ½"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 14,250 sheets
60 INCH HIGH 60"H **OPEN PLAN STYLE**	**SAFCO #9231** $241.00 Dimensions: 60"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 45,000 sheets	**SAFCO #9271** $289.00 Dimensions: 60"H x 37 ⅝"W x 15 ⅞"D Capacity: Approx. 45,000 sheets	**SAFCO #9233** $224.00 Dimensions: 60"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 23,750 sheets
71 INCH HIGH 70 ⅞"H **EXTRA CAPACITY STYLE**	**SAFCO #9241** $278.00 Dimensions: 70 ⅞"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 54,000 sheets	Easy one person assembly! 1. Assemble frame 2. Insert shelves 3. Insert and lock dividers 4. Attach top	**SAFCO #9243** $258.00 Dimensions: 70 ⅞"H x 37 ⅝"W x 12 ⅞"D Capacity: Approx. 28,500 sheets

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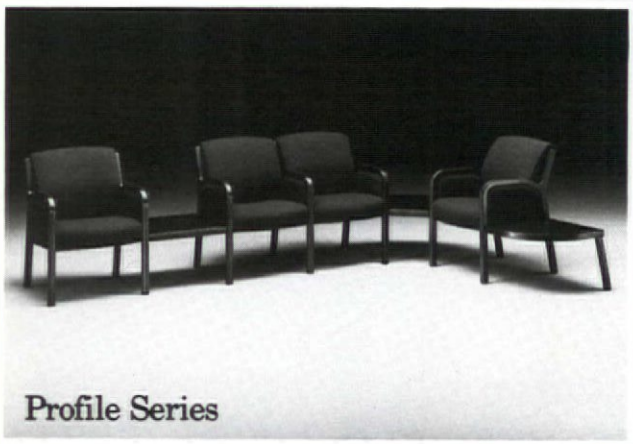
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EUROTEX

I am: A) a success. B) a failure. C) undecided, but willing to find out.

If you picked C, we want you to spend five days with your fellow designers in the Colorado sunshine.

If you picked A or B, the same goes for you.

Because this year, the 37th annual International Design Conference in Aspen will be wrestling with such provocative issues as "The uses of failure," "Well-designed failures" and "The penalties of achievement."

Those addressing the conference include: Jay Chiat, Creative Director and Chairman, Chiat/Day Advertising; Gordon Davidson, Artistic Director, Mark Taper Forum; Irven DeVore, Professor of Anthropology, Harvard University; Frank Gehry, architect; George Lois, Creative Director and Chairman, Lois Pitts Gershon Pon; Dr. Paul MacCready, aeronautics engineer and President, AeroVironment; Rachel McCulloch, Professor of Economics, University of Wisconsin; Barbara Rose, art critic, Vogue Magazine; Robert Rose, Professor of Materials Science and Engineering, M.I.T.; Michael Sorkin, architect and critic, The Village Voice.

So if you're a designer who has ever grappled with the notions of success and failure, we invite you to participate in this unique event.

IDCA
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International Design Conference in Aspen
June 14-June 19, 1987
$425 for regular registration.
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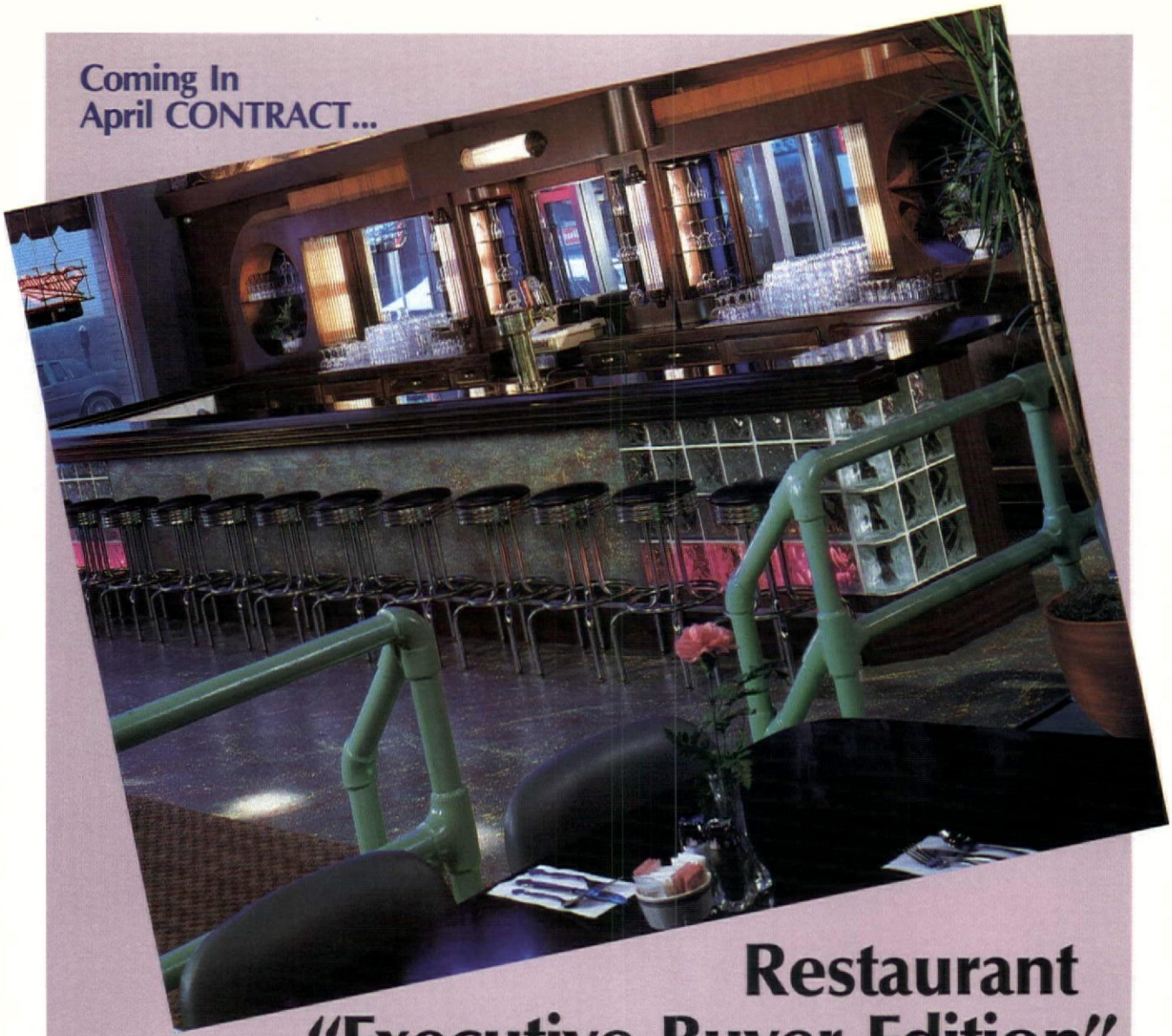
Collograph and relief. "Return To Dahra" by Ann der Gara features 9 colors plus gold leaf. Printed on handmade paper by TransDesigns.

Crescent QUALITY

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Circle 53 on reader service card

Coming In April CONTRACT...



Restaurant "Executive Buyer Edition"

April CONTRACT's Restaurant "Executive Buyer Edition" delivers Bonus Circulation to 5,000 owners/managers of restaurants and clubs. The issue combines a beautiful array of eye-catching photographs with fact-filled editorial depicting the latest design ideas for restaurants and clubs. Plus a wide range of features including:

Restaurant & Club Installations: Case studies of state-of-the-art restaurant/club designs from elegant to casual.

Restaurant Furniture/Furnishings Product Review: Geared to this huge market segment, this in-depth focus looks at the very latest product introductions available.

National Restaurant Show Preview: The issue delivers Bonus Distribution at the show, May 16-20, Chicago.

World Of Contract Textiles: News of the latest colors, fibers, and specifying trends accompanies a product review of upholstery, wallcoverings, panel fabrics, and window coverings.

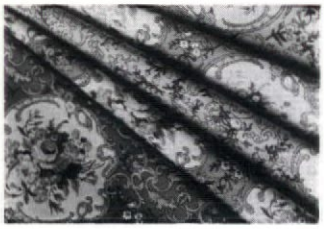
Ad Value For Suppliers: A single ad in this issue reaches over 29,000 all-contract decision-makers, plus 5,000 end-users and buyers attending an important industry event! Call Gary Puro, co-publisher, at 212-869-1300 for details. **Ad space closes March 10.**

CONTRACT

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CARPET FIBER FEATURES ANTIMICROBIAL SYSTEM

Mort West Mills "Antex" carpeting is constructed of Anso LV HP nylon with Halofresh antimicrobial system. Carpet features permanent, built-in soil-, stain-, and static-protection of **Allied's** fourth generation fiber. Halofresh system resists the growth of odor-causing bacteria and fungi. **Circle No. 404.**



Lee Jofa

VICTORIAN PATTERN ADORNS FABRIC

A new addition to **Lee Jofa's** line of traditional English chintzes is "Balfour," a Victorian pattern adapted from a mid-19th century document. The pattern, in jewel-tone colorations, is handprinted on glazed 100 percent cotton. Fabric is 54-in. wide. **Circle No. 324.**

TRUSS SYSTEM OFFERS RANGE OF USES

New from **Simplex Systems** is a versatile truss system, capable of being used for merchandising, lighting, or open office systems. **Circle No. 440.**



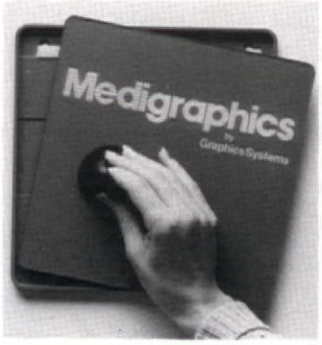
Simplex Systems



Atelier International

ARMLESS PULL-UP CHAIR FEATURES LEATHER SEAT, BACK

Atelier International, Ltd. offers "Caprille," an armless companion pull-up chair with leather panelled seat and back, over a black-lacquered beechwood frame. Leather is available in natural, Russian red, black, Bordeaux, white, and gray. **Circle No. 392.**



Graphics Systems

HEALTHCARE SIGNAGE SYSTEM IS EASILY MOVEABLE

Medigraphics line of interchangeable signage by **Graphics Systems** is quickly moveable, a necessary factor in today's healthcare environment. All colors and letttering are applied to the reverse side to resist vandalism and accidental damage. **Circle No. 321.**

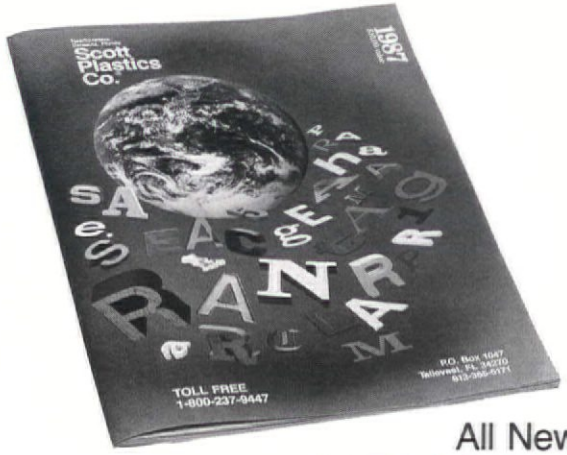
OFFICE ACCESSORIES SIMPLIFY WORKSPACE

The Maximizer System by **McDonald Products** has been designed to simplify the office workspace. The system includes calendars, memo boxes, pencil trays, message centers, pen bases, and address centers. **Circle No. 390.**

Circle 55 on reader service card



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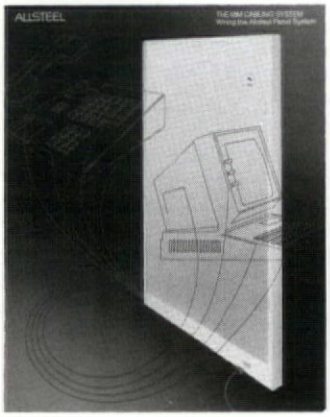
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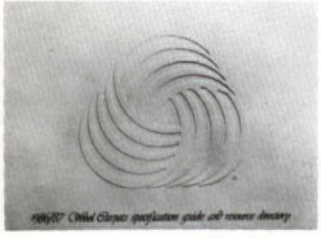
• VA 703-635-7186 • NY 212-741-1000
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Circle 56 on reader service card



Allsteel

Solutions and benefits to wiring electronic workstations using Allsteel panel systems and the widely used IBM cabling system are discussed in new literature from Allsteel. Produced with the counsel of IBM technical experts, the brochure examines solutions for routing cables from the building source into the panel and explains three ways to bring the cabling into the workstation from a floor monument.
Circle No. 424.



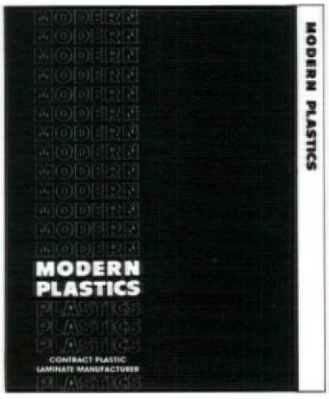
Wool Bureau

Wool Carpets Specification Guide and Resource Directory provides architects, designers, and end-users with a complete listing of manufacturers and importers and each wool carpet grade they offer. Guide is available from The Wool Bureau.
Circle No. 435.

Color brochure displaying the Santa Barbara Umbrella is available from Santa Barbara Designs. Three woods—alder, oak/mahogany, and teak—are offered and choice of octagon or square umbrella is offered.
Circle No. 431.

Crown Decorative Products offers a brochure containing its new line of custom table tops. Various edge profiles and wood finishes are available from which to choose.
Circle No. 432.

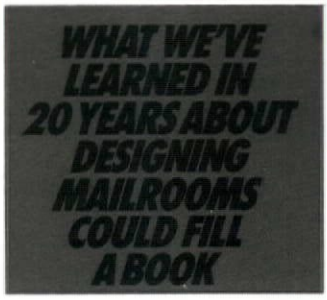
An eight-page brochure details the Ultraline 3600 Ceiling System from Chicago Metallic Corporation. Features such as mitered intersections and shadowline wall channels are illustrated with close-up photos.
Circle No. 433.



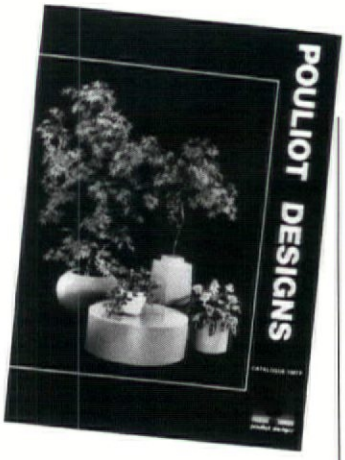
Modern Plastics

Modern Plastics Corp. offers a new catalog containing plastic laminate products such as casegoods, tops, and displays. Firm builds from designer's specs or firm's own.
Circle No. 426.

The Mailroom Design Guide from Hamilton Sorter Company Inc. will assist users in planning and designing entire mailroom operations. The 33-page guide includes sample designs, space planning grid, and specification worksheet.
Circle No. 421.



Hamilton Sorter



Pouliot

Pouliot Designs Corporation offers it 25th Anniversary Tree & Plant Catalog. This 80-page catalog offers the largest selection of man-made trees and plants on natural wood trunks available in the marketplace.
Circle No. 423.

A new six-page color guide from USG Acoustical Products Company displays a broad line of ceiling colors. A total of 24 colors are available as standard selections on most Acoutone and Auratone ceiling tiles and panels. **Circle No. 425.**



Shelby Williams

Shelby Williams Industries has a 16-page color booklet featuring its new quick delivery program, The Chair Express, targeted to the fast food market. Contemporary and traditional wood and metal chairs, including bar stools, are highlighted in the catalog.
Circle No. 422.

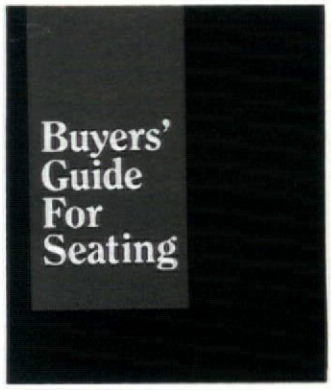
Harden Industries, manufacturer of decorative faucets and accessories, has available its new 96-page color catalog and separate price list. Featured are more than 70 different spouts and an infinite number of handle and escutcheon combinations. **Circle No. 430.**



Gammapar

Gammapar Acrylic Wood Floors offers brochures explaining assets of firm's products. Literature introducing Gammapar's six new designer colors also is available.
Circle No. 434.

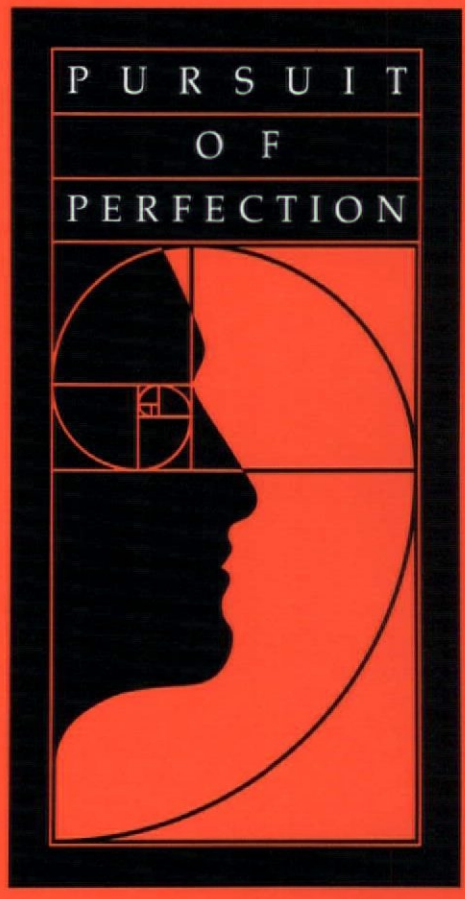
Fixtures Furniture has published a buyer's guide for seating. Eight essential features to consider when selecting seating are included.
Circle No. 420.



Fixtures

A. S. I. D. TORONTO 1987

- *For the interior design community, this is where achievement begins.*
- *To pursue anything less is to compromise quality, character and commitment. For designers and exhibitors at the 1987 ASID National Conference and International Exposition of Designer Sources, only the best will do.*
- *Mark July 22-25 on your 1987 calendar and join ASID in the Pursuit of Perfection, an extraordinary event designed to hone your creative, technical, and business skills. Pursue with ASID on outstanding spectrum of seminars, on-site workshop tours, and exhibits reflecting the state-of-the-art in design products and services.*
- *For conference registration information, contact: Congress Canada, Conference Management (416) 860-1772.*
- *For exhibitor information, contact: Industry Foundation, ASID National Office (212) 944-9220.*
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  Joy E. Adcock, FASID
  U.S.A.
  National Conference Chairperson
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  Toronto, Canada



ASID
American Society of Interior Designers

Circle 57 on reader service card

The Joel Polsky/FIDER Endowment

The Joel Polsky/FIDER Endowment was established in October 1982 by the Polsky Family/Fixtures Furniture of Kansas City in remembrance of Joel Polsky, Vice President of Fixtures Furniture, and in recognition of the importance of establishing quality in education for professional interior design through FIDER.

You are invited to join in support of these purposes by making a contribution to the Joel Polsky/FIDER Endowment.

The Endowment is a living memorial to a remarkable young man, Gifts to increase the Endowment will. . .

- recognize the valuable contribution to the interior design profession made by this energetic and future-oriented person, and to the leadership he displayed in his short but outstanding career;
- provide support for programs of research, education, and accreditation development in interior design through FIDER, thus assuring high standards of excellence in the preparation of future interior designers.

A word about FIDER. . .

The Foundation for Interior Design Education Research was "created and shall be operated for the purpose of establishing a voluntary plan for the special accreditation of programs of interior design education offered at institutions of higher learning located throughout the United States, its possessions, and Canada."

Since 1971, FIDER has demonstrated its reliability as an authority on the quality of education offered in interior design programs. FIDER is recognized by the Council on Postsecondary Accreditation (COPA)



and the U. S. Department of Education.

FIDER has a soundly developed program for confirming the relevance and reliability of its Standards and Guidelines for interior design education.

Special projects completed by FIDER in support of its accreditation activities include:

- From Your Point of View, 1979 . . . a validation of the FIDER standards for baccalaureate programs;
- Phase I and II, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada, 1982;
- A Directory of Graduate Programs in Interior Design, 1979;
- A Directory of Undergraduate Programs in Interior Design, 1981;
- Training Workshop for FIDER Committees, Washington, DC, 1972 (Funded by Greeff Fabrics and Stroheim and Romann);
- Training Workshop for FIDER Committees, Atlanta, 1978 (Funded by FIDER);

New projects and proposals under development include;

- Thinking About Design: A Search for the Future of Interior Design. . .a futures conference;
- Phase III, A Study of Two, Three and Four-Year Programs of Interior Design in the United States and Canada;
- Training Workshop for FIDER Committees, Chicago, 1983 (Major funding from ASID, with support from others).

The Joel Polsky/FIDER Endowment provides opportunities for a wider range of needed research and other educational activities. The scope of projects which may be supported by income from the Endowment includes topics such as:

- investigations to discover educational needs for professionals in the future;
- applications of technology to the educational processes;
- development of measures to assess the quality of graduates from interior design programs;
- development of effective ongoing training procedures for FIDER committees;
- new publications in support of quality interior design education for the benefit of students and the public;
- others which relate to interior design education, accreditation, or the accreditation process.

A contribution to the Joel Polsky/FIDER Endowment will demonstrate your interest in the future of the interior design profession and your commitment to quality education which meets the needs of society, students, and the profession, and serves as a means of protecting the public against professional incompetence.

To: Foundation for Interior Design Education Research
242 West 27th Street
New York, NY 10001

Enclosed is a contribution of $ _____ for the Joel Polsky/FIDER Endowment.

Name _____

Name of firm _____
(if contribution is a corporate gift)

Address _____

City _____ State _____ Zip _____

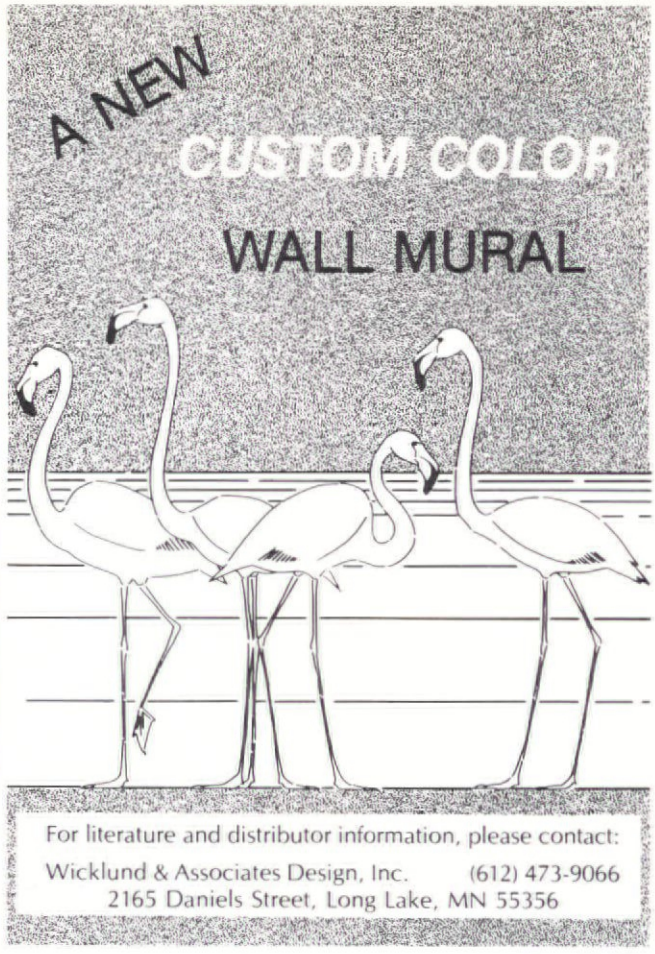
Checks should be made payable to *Foundation for Interior Design Education Research* or *FIDER*

Contributions to the Foundation are tax-deductible as provided by law, and will be publicly recognized on an annual basis. Substantial gifts will receive special acknowledgement and a certificate of appreciation from the FIDER Board of Trustees.

Circle 59 on reader service card

FREE INFORMATION FAST

Use handy Reader Service Card for quick and convenient response to products displayed in this issue.



For literature and distributor information, please contact:
Wicklund & Associates Design, Inc. (612) 473-9066
2165 Daniels Street, Long Lake, MN 55356

CLASSIFIED ADVERTISEMENTS

RATES: A standard classified ad costs $73 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

SITUATIONS WANTED

POSITION WANTED:
SALES REP/TRAINING/ FACILITIES MGR.
Energetic, enthusiastic, personable. B.S. Marketing; M.A. Interior Design.
EXPERIENCE: Sales, Purchasing, Mgt., Design-Contract/Residential, University Teaching. Available June 1. Prefer East Coast. 228 Rte. 10, Randolph, NJ 07869.

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED
Period, Inc.—a high quality, low overhead contract manufacturer of casegoods for nearly 50 years is now under new management and financial backing. We are looking to dramatically expand in the Hotel/Motel market with aggressive, field selling representation. Please send an overview of your company including qualifications, other product lines covered, territories, etc., to: Dale Nesbit, V.P. of Marketing, Period, Inc., P.O. Box 578, Henderson, Kentucky 42420.

CONTRACT REPRESENTATIVES WANTED

We are a nationally distributed manufacturer of high quality wood contract furniture. We are looking for aggressive, high caliber representatives in various parts of the country to call on architects, designers, specifiers and restaurant equipment dealers. Send resume or call Hunt Contract Furniture, P.O. Box 500, Wingdale, NY 12594, Attn: John Woodin, 800-942-3003 for NY, 800-431-3281 for USA.

REPRESENTATIVES WANTED

All territories: Quality conscious Madison, WI based manufacturer seeks experienced representatives for new contract Hotel/Motel and Residence furniture lines. Contact Scott Reierson at The Carlson Co., 2901 Perry St., Madison WI 53713. (608) 274-2700.

CONTRACT FABRIC SALES
Aggressive fabric distributor seeks experienced, professional reps to sell diverse upholstery line. Must have well-established, solid contacts with furniture manufacturers and A & D trade. Several territories available nationwide. Reply to Box 122, CONTRACT, 1515 Broadway, New York, NY 10036.

Classified Ads Continue On the Following Pages. . .

CLASSIFIED ADVERTISEMENTS

REPRESENTATIVES WANTED

MANUFACTURER REPRESENTATIVES WANTED

Proven Manufacturer of high quality wood casegoods line is seeking representatives for new contract office furniture division. Representatives must be calling on architects, specifiers and corporate users. This is a value added product with lead-time and delivery program unique to the industry. All territories open. Send resume including personnel and current lines represented to:

Oak Crest Contract Furniture
P.O. Box 58348
Vernon, CA 90058
ATT: Mike McLaughlin

MANUFACTURER'S REPS

Major manufacturer of wood institutional seating and tables needs proven professionals to call directly on college and healthcare markets. Several territories available in the Southeast, Mid-West and Western states. Well known line with established accounts. Send resume to: Box 111, CONTRACT, 1515 Broadway, New York, NY 10036.

LOOKING TO JOIN THE BEST?

Acclaimed to quality and performance, Texacraft Casuals, manufacturers of fine outdoor furniture, is accepting resumes from sales representatives who are devoted to the same. Contract only. Send resume to: Texacraft Casuals, P.O. Box 741558, Houston, Texas 77274-1558.

CONTRACT REP NEEDED—SOUTH U.S.

Multi-Million dollar rep group with nationally known contract lines need commission sales persons to work Texas and surrounding states. Deal with A & D, hospitality, healthcare, military, purchasing agents and management companies. Box 119 CONTRACT, 1515 Broadway, New York, NY 10036.

MANUFACTURER REPS

Manufacturer of upholstered furniture, office furniture, healthcare and interior mill work desires reps in the following territories:

MA, CT & RI
MD, DC, DE, VA
western OH, IN, IL, MI

Send resume to Box 113, CONTRACT, 1515 Broadway, New York, NY 10036

Lehigh-Leopold, a venerable contract manufacturer of office furniture (wood case goods, seating and systems) has lucrative territories in the states of New York, Arizona, Metropolitan D.C. and Maryland available to representative groups willing to make major commitment.

Write in confidence to: Richard C. Lyons, President, Lehigh-Leopold, One Joyce Drive, Burlington, Iowa 52601.

CRAFTSMAN OFFICE FURNITURE CORP. is seeking independent manufacturers representatives for selected territories. Craftsman is a fifteen year old manufacturer of wood case goods and seating. Please send resume including current lines to Craftsman Office Furniture, 14113 South McKinley Avenue, Los Angeles, CA 90059.

REPS WANTED

We are manufacturers and importers of high-end exposed-wood chairs from Europe, looking for experienced reps who are already calling on designers and hotel/restaurant specifiers. Areas: California, Hawaii, Arizona, Texas, Nevada, Colorado, Illinois, Georgia, D.C. Send short resume and current lines carried to: Juhasz Inc., 4515 West Adams Blvd., Los Angeles, CA 90016.

IT'S A JUNGLE OUT THERE. . .But. . .There is a reason why ERGONOM has achieved its sales goals year after year. **The Answer**. . .we sell value in contract office seating **And** that's what today's corporate conditions require and management expects!

You've seen us, . . .maybe in an ad, or perhaps on the other side of the table!. . .But have you seen us in action?

We have tamed the Jungle!

Ergonom Corporation is currently interviewing independent sales representatives in several territories to join our winning team of professionals.

1) Central Midwest, including states of NB, KS, MO and southern IL
2) Northern IL and southern WI
3) Southwest including states of TX, OK, AR and LA
4) Metro NY including Putnam, Rockland and Orange Counties, Long Island and northeast NJ
5) New England States

What We Offer: All 160 products shipped in 3 to 4 weeks. One of the largest nationwide advertising budgets in the industry. Electronic marketing support. Existing customers. Possible showroom rent participation. Excellent commissions.

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If you are interested in representing ERGONOM and being responsible for organizing the Dealer network, making presentations to the Architectural and Design community, and seeking out the End User, DON'T DELAY. . .**and call today.**

Mr. Kevin B. Epstein, Dir. of Mktg.

ERGONOM
CORPORATION
10848 Cantara Street
Sun Valley, CA 91352
(818) 504-0020

All territories open for experienced reps who focus on the college/university housing market. This multi-million dollar contract furniture manufacturer has new product solutions for this specialized market. Send resumes, accomplishments, and current lines to Box 123, CONTRACT, 1515 Broadway, New York, NY 10036.

Sales Representative wanted to join R-Way Furniture Company Office Products Division for Metropolitan New York. This opening is created by expansion and the planned retirement of our long term manager. Individual must have contacts in A & D Community and ability to generate corporate accounts. Please contact Bill Clancey at 212-935-3650.

Your Ad Here Will Get Results

LINES WANTED

ARCHITECTURAL SALES

A unique, experienced sales team, working on a very modest fee basis, calling on 1200 specifiers, will provide full time sales coverage in the NYC Metro area. Our job is to get your products specified. Please inquire. Box 108, CONTRACT, 1515 Broadway, New York, NY 10036.

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Quality workroom specializing in soft fabric walls seeks to represent additional custom specialties. Metro NY, NJ, CT area. High level sales representation. Skilled on-site installations. Write Box 124, CONTRACT, 1515 Broadway, New York, NY 10036.

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Aggressive 5 man sales organization covering 5 states—Dealer Oriented with strong A & D following needs line to complement wood case goods & seating major mfg. Contact P.O. Box 446, Humble, TX 77346.

Representative with 15 years experience covering Michigan and Ohio is looking for the following: Fabric, Chairs and Accessories for the A & D and Contract Market. Please contact Elliot Jackson, P.O. Box 8012, W. Bloomfield, MI 48304.

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Certified Employment Consultant

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Designer for "Design Giant" ASID firm, in Rochester, NY. 7 yrs. experience, skills in millwork details, lighting & space planning required. Send resume to Hafner Associates, 9 South Goodman St., Rochester, NY 14607

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Contact Linda Greer at **800-545-5900.**

In Texas call **800-441-0806.** Also (214) 741-3014. 24 hour answering.

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Contract Furniture
25 yrs. experience in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: KAREN MORAN, Contract Dept., COOK ASSOCIATES, INC., 212 W. Kinzie St., Chicago, IL 60610. (312) 329-0900.

INTERIOR DESIGNER
We are looking for an aggressive, high caliber IBD or ASID affiliate designer to call on architect specifiers, and all aspects of design related work. Send resume to:
The Franklin Office Products Co.
P.O. Box 2227
Toledo, OH 43603
Attn: Mr. Ralph Pearsall

Vice-President/ Sales and Marketing

ai

Atelier International Limited

Atelier International seeks a highly competent, professional senior Sales and Marketing executive:

Requirements include:

- A minimum of 10-15 years experience in the sales of high-quality, designer-oriented products.
- Strong sensitivity to and relationships within the design community
- Strong background in sales and executive sales management
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- Facility with business strategy planning and budget management
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Candidate must demonstrate the decision-making abilities and strategic thinking needed to drive aggressive sales objectives, and be capable of attaining and sustaining peak sales performance with an energetic and proven sales staff. Compensation, benefits and amenities are comparable to the best in our industry.

Candidates meeting these criteria are invited to submit credentials to:

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President
Atelier
International, Ltd.
IDCNY
30-20 Thomson Ave.
Long Island City
New York 11101

stern and associates

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March 5th is the classified ad closing date for April '87

MISCELLANEOUS

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A leading Steelcase contract furniture dealer in the Metro Detroit area hopes to increase its staff with a Designer possessing a Bachelor's degree in Interior Design or Architecture, a minimum of five years experience in systems furniture space planning, excellent communication skills, aggressiveness and determination. We are prepared to offer an attractive compensation package to qualified candidates. Please respond to Box 121, CONTRACT, 1515 Broadway, New York, NY 10036

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